



## User Guide For Local Church User Access To The MI Demographic Information System

MissionInsite equips you with an interactive, map-driven, web-based resource, called The MI System. This system provides over 50 variables of current demographic information. This information is provided on the MissionInsite website. <http://www.missioninsite.com>

**The MI System provides you with a new way to access community information. It moves beyond static reports you order to neighborhoods you explore. If you have used MapQuest or Google Maps, you will find yourself at home in the MI System.**

**The system also provides the ability for local churches to locate their church members and others affiliated with their church on your map. This is referred to as Congregant Plot. So, while there are a few things you need to learn, the system is designed to be user friendly and provides you with additional services not available from other systems. Have fun exploring your mission context and remember there is no possibility of accidentally harming the system or data.**

### Orientation

Your orientation to the information is found on the Local Churches/Resources page. <http://www.missioninsite.com/local-churches-resources.shtml>

Here you need to view the MI Local Church User Guide and MI Demographic Segments Guide: Quick Look. The User Guide provides detailed instructions on how to operate the system. The MI Demographic Segments Guide: Quick Look provides the definitions of the MOSAIC segments found in the Demographic reports. You will need these definitions to understand the MOSAIC segment categories. Both of these documents can be downloaded to your computer or printed for future use.

**IMPORTANT Next Step: View the Local Church Getting Started Tutorial.**

### Logging On to the MI System

The steps for logging on to the MI System are found on the LocalChurches/Church Registration page. Follow the four step process to complete your registration.

### You will need your Regional Agency account number to register

The registration process should take you no more than a few minutes. You will be sent a registration email with an activation code. **If the email does not appear in a few minutes, check your spam box.** If the email is in your spam box, please designate MissionInsite as a safe sender.

► REGISTER

### Churches Registering Under Denominational Agency Agreement

Many churches are granted access under a regional or national body agreement with MissionInsite. If your church is one of those, this page will tell you how to register. If you are uncertain if your agency has an agreement with MissionInsite see the [Client list page](#).

If you are looking to order a demographic report, [click here](#) and you will be taken to the Demographics page which explains our available products.

- Step 1:** Obtain your agency account number. If you have it, proceed to Step 2. If not, **call your regional agency** to obtain the code. Then proceed to Step 2.
- Step 2:** **Click on this link.** It will take you to the registration wizard. Complete the wizard.
- Step 3:** Authenticate email address. MissionInsite must have an authentic email address to activate the system. You will be sent an email with a link and instructions to confirm your email. When confirmed, your registration is complete.
- Step 4:** Return to [www.missioninsite.com](http://www.missioninsite.com) and login with the username and password you provided in the registration process.

For assistance, please call 877.230.3212, ext 329 or email [support@missioninsite.com](mailto:support@missioninsite.com).

**You must verify your email account in order to be able to log on to the MI System.**

Following your email confirmation, you may return to the Client Login page to use your newly created user name and password to login to your study information. You will need your User Name and Password each time you access your study.

If you forget your password you can retrieve it on the Client Login page.

Client Log-in:

username

••••••••

Forgot Password Login

**When you login** you have a choice to use the Report Wizard or to go directly to the Demographics page. The Report Wizard is designed to provide for easy creation of our pre-defined QuickInsite and FullInsite Reports for all geography selections. By choosing the Demographics page you will have access to all of the features of the MI System.



On each of the study pages a **Help menu** is available in the upper right hand corner of your screen to assist you with your navigation questions. The Help pages correspond to **The User Guide**.

## User Tips for Study Navigation

When you access your study it defaults to 'Demographics'. To access other functions you click on them at the top of the page.



At this time you have three active functions. **Demographics, Thematic Maps and Congregant Plot**. To access each map function, simply click on the word (link) along the menu bar.

### Demographics

Let's begin exploring the Demographics page.

You can control whether the Agency Churches are on or off. The default will be on. To display the churches, make sure the box next to 'Agency Churches' is checked and then click update. To hide them, uncheck the box and click update.

### Map Navigation

Four map navigation functions are available. **Zoom In and Out, Track Zoom, Drag Pan and Re-center**.



Use the **Zoom In** function to view a smaller geographic area with greater map detail. The **Zoom Out** function allows for viewing a greater geographical area with less map detail.

To activate the other map navigation functions you need to click on the function then use the function as described below.

**Track Zoom** lets the user magnify a selected area of the map. **Click on Track Zoom**. Then place your cursor on the top left corner of the area to be viewed in greater detail. Click and hold the left mouse button and move the mouse down and to the right. The selected area will be highlighted in an orange wash as you move your mouse. When the desired target area is selected, release the left mouse button.

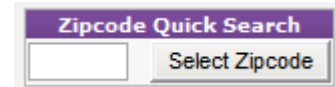
**Use the Drag Pan** function to move the map view in any direction. **Click on Drag Pan**. Position your cursor anywhere on the map, click and hold your left mouse button and move the map in any direction you choose. Release the left mouse button and the map will be repositioned.

**Use the Re-center** function to re-center the map on a chosen location. **Click Re-center**, then move your cursor to a chosen location on the map and left click your mouse. The map will then be re-centered on that chosen location.

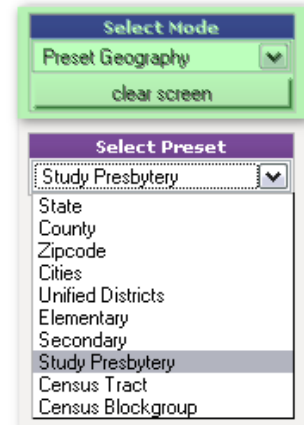
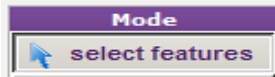
**Remember, you must click on a map navigation function to activate that function.** You will always know when a function is activated because the button will be depressed and the text turned to our **Preset Geographies**. When you enter the Demographics page you are in the Preset Geography Mode.

## EASY First Step: Get Zip Code Report

You can begin your use of Preset Geography by entering a zip code and clicking 'select zip code.' You will see the map zoom to your selected zip code and it will be highlighted with a blue border. Then proceed to #2, below, for how to access the reports.



All other Preset Geographies are available under Preset Geography. You select them on the dropdown menu under Select Preset on the lower right hand corner of your screen. Then activate the **Select Features pointer under Mode on the left hand of the screen.**

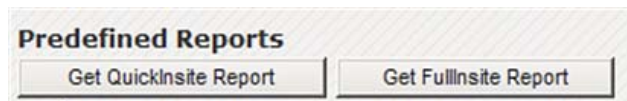


1. When you choose a Preset geography you turn on the boundaries of the Preset Geography. Then using your **Select Features pointer** you can click inside the boundary and it will highlight that area. You are now ready to view the reports available at the bottom of the page. (Note, you can also select zip code from the drop down menu and just click in the middle of the desired zip code.)

2. To view the report area you have two choices. One, you can scroll down to the report area or you can use the -- + toggle icon under the Help tab. Click it when (-) negative and it will collapse the map. Click it again when (+) and the map will be restored.



3. **For a demographic overview of your geography select the "QuickInsite" Report.** QuickInsite provides a 4 page overview of your study area using full color tables and charts for illustration.

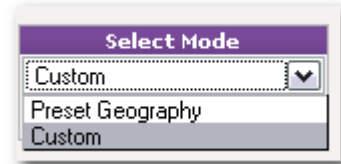


4. **When necessary you can create a "FullInsite" Report** that provides comprehensive information for the area in an 18 page report integrating data, graphs and text analysis. This report takes about 2 minutes to load.
5. When you are finished with a study geography you can access other geographic areas and select the reports you want for those areas.
6. When you select areas like sub geographies (Districts, Convocations, Associations etc.) and zip codes you can add similar geographic areas by checking the Multi Region Select and clicking on additional areas on the screen. The latest addition will be included within the blue border.
7. You can add sub geography labels and zip code numbers on the map by clicking Labels and checking the appropriate box in the Layers section in the upper right hand corner of the screen and clicking Update.
8. **In rural areas or open country**, when seeking to create a study area smaller than a Zip Code or 5-mile radius, we strongly recommend use of the **Preset Block Group geography**. This is especially important for rural towns because most of them are geographically smaller than their nearest Block Groups. The preset Block Group geography allows you to view the smallest reportable census geography that will provide the most accurate demographic information available in rural settings. You can add multiple Block Groups together to create a report that best represents your ministry area.

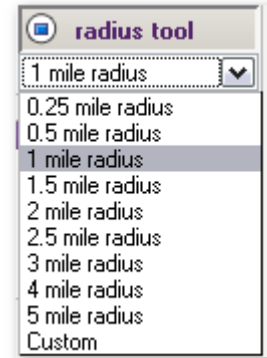
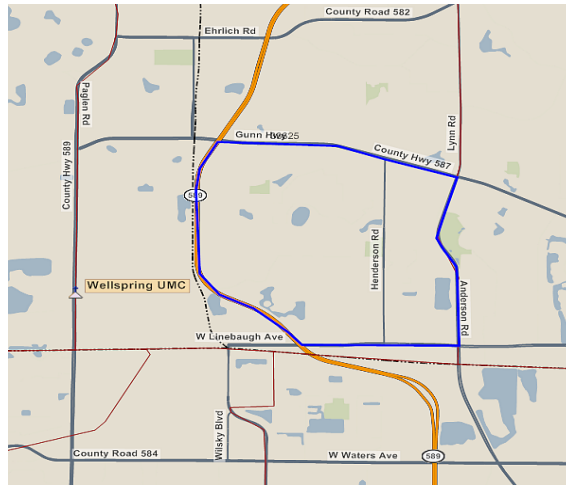
## Custom Geography

You can also create and save custom study areas. These include radius and polygon shapes.

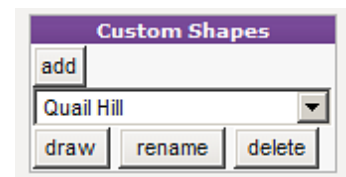
1. To activate the Custom feature select Custom on the dropdown menu under Select Mode. When you select this feature you will notice it activates the tools under Mode on the left side of the screen.
2. **Draw a Radius:** To select a radius area click on Radius Tool. Use the drop down menu to make your radius selection. Then move your cursor to the location you want for the center of the radius and left click your mouse. The radius will appear as a blue border. Given the size of the radius it may appear oval. It is a true radius. You then move to the report section using the scroll bar or toggle icon -- + under the Help tab. **Remember to clear the screen to create another area.**



3. **Draw a Polygon:** To draw a polygon, First, activate the polygon tool by clicking the button above the radius tool. Then move your cursor to the location where you want to begin to create your custom area. Left click the mouse to begin the polygon. Drag the mouse in the direction that will allow the desired areas to be enclosed. A red line will follow, attached to the previous point. Left click at each point where a new direction is desired. Continue to click and release until the desired area has been enclosed. Double click to close the polygon. The polygon will display with a blue border. If this does not occur, the user must redraw it. When you have created a polygon on the screen you move to the report section.

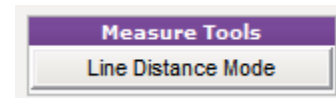


4. **Save a Custom Shape:** When you create a custom area you can save it for future reference. To save the area you go to Custom Shapes and click on Add. Here you give it a name and save it for future reference. To re-access it you highlight it and click draw. You can also delete it.



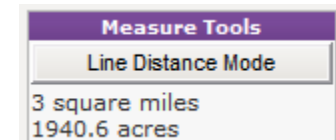
## Measure Tools

To use the Measure Tool, click on Line Distance Mode. Determine where on the map to begin a measurement and click once. Double click at the end point. The measurement in miles and feet is displayed in the Measure Tools box. To remove the measurement click Clear Screen.



## Area Calculation

Area calculation automatically calculates the square miles and acres of any preset or custom drawn geography. There is nothing to do! It is automatic! Every time either a preset geography is selected or custom geography drawn, the system calculates the area and reports it in the Measure Tools box.



## Thematic Maps

These steps will assist you in creating a map for you to download to your computer, use in PowerPoint/Word or Print. Additional formats are also available for 2'x3' and 3'x4' Posters. See **The User Guide** for those guidelines.

Click on Thematic Maps at the top of the Page

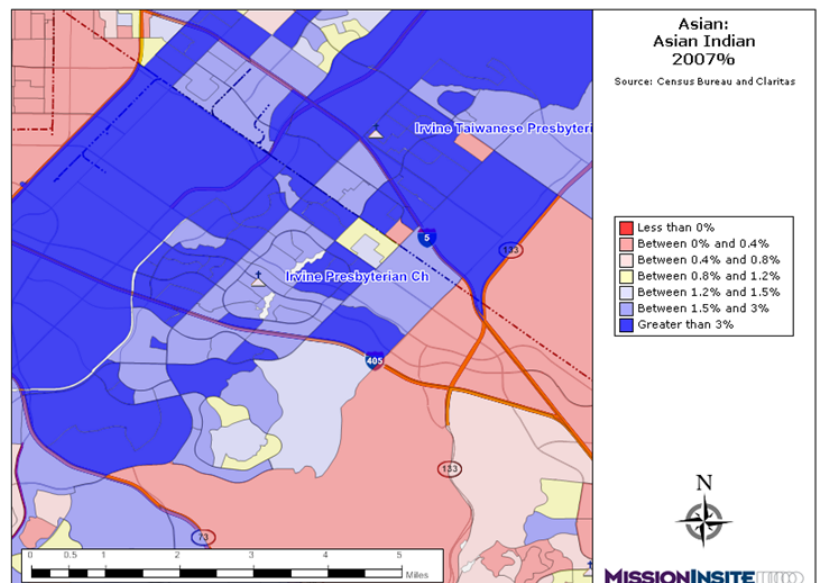
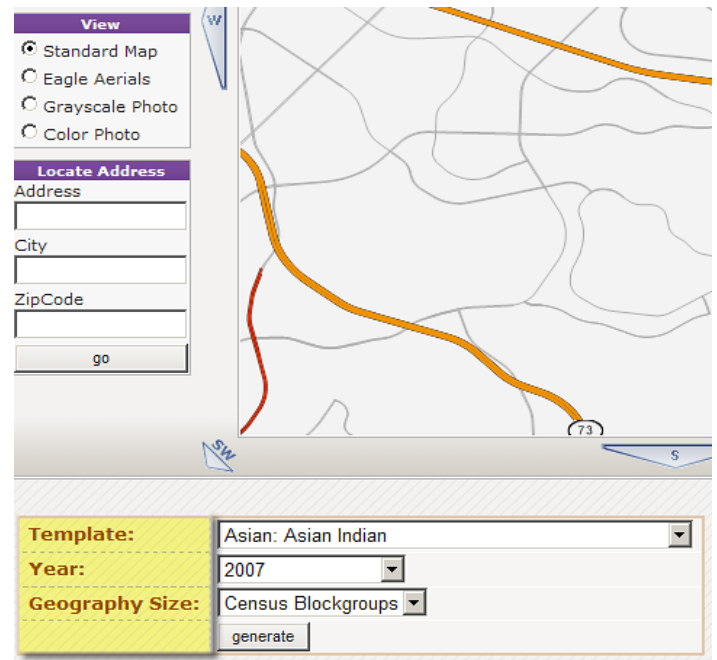
The Agency Churches will be displayed. To turn them off, uncheck the "Agency Churches" box on the right side of the screen and click Update.

Under the Printing tab Select PowerPoint/Word or Print Then follow these steps.

### Creating a map.

1. Scroll to the bottom of the page and click on the Template drop down tab to view the available variables.
2. Select the variable you want to map. After you select the variable, click on the Year drop down tab to make your year selection. Then select the Geography Size. Following these selections, click Generate. You have now generated the information for your selected variable at your selected geography level. This information is available for you to view for the entire study area. You can now use your map navigation features to view a specific area.
3. When you have navigated to the map area of your choice, you can then click on Generate Image under the Printing tab. This generates the image of the map you have created on your screen.
4. Create your finished map by clicking on Download Image. You have now created a map of this variable and exact screen area which you can save on your computer, print or use in Word and PowerPoint given your choice on the Printing tab.
5. You continue this process for any variable listed on the Template drop down tab.

See the User Guide for instructions on customizing the legend of the map.



## Congregant Plot

The Congregant Plot and Analysis Package allows congregations to upload congregant data and then plot and analyze how congregants distribute geographically. To activate this service you need to speak with your Regional Agency. The plotting of the households of participating churches can be viewed on the Congregant Plot page. These locations can be mapped similar to Thematic Maps. If you have not previously reviewed the Thematic Map Functions section, we suggest you do so before proceeding further.

Navigate to the Church section on the right side of the screen.

### To Plot all Congregants

Select All (This is the default setting). Select Plot Type: All Congregants (Default is all participating churches) When selecting a specific participating church, the system defaults to All Congregants. Click plot. Results show as an array of dots on the map.

Church

All

plot

clear screen

plot multiple churches

### To Plot Congregants from a Specified Church

Select church from drop down box and Click plot.

### Plot Multiple Churches

Click “plot multiple churches” to create a map with congregants for each church identified by different colored dots.

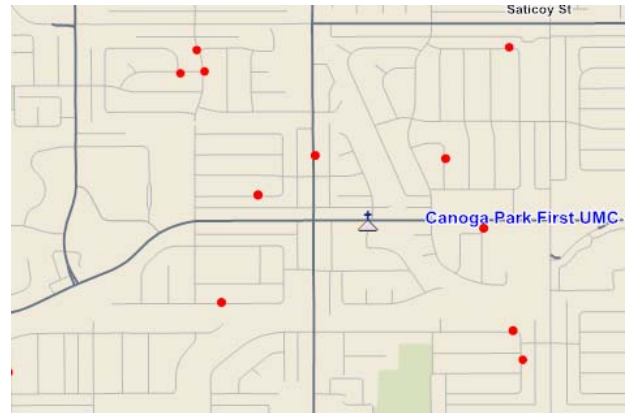
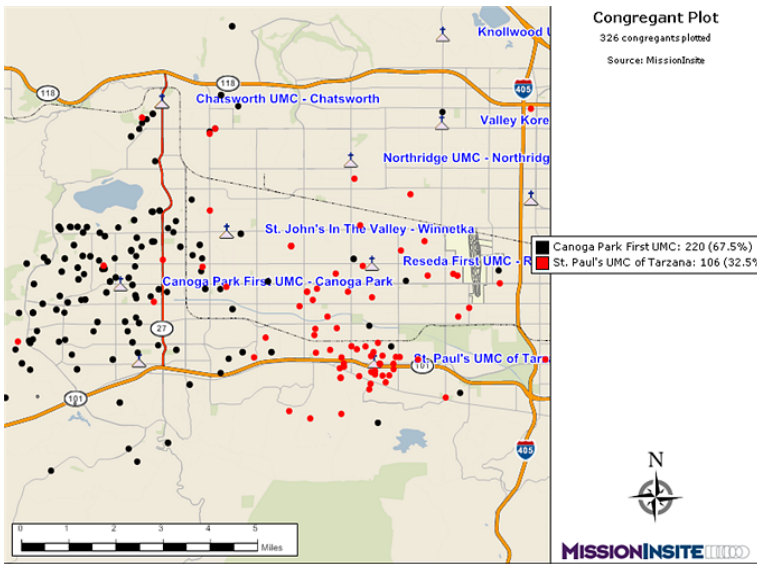
Church

Canoga Park First UMC

plot

clear screen

plot multiple churches



### Analyze Sub-groups with Congregant Plot

With Congregant Plot, a user can generate a sub-selected (See Custom Geography) geography and learn how many congregants are located within that area.

### How many congregants plotted?

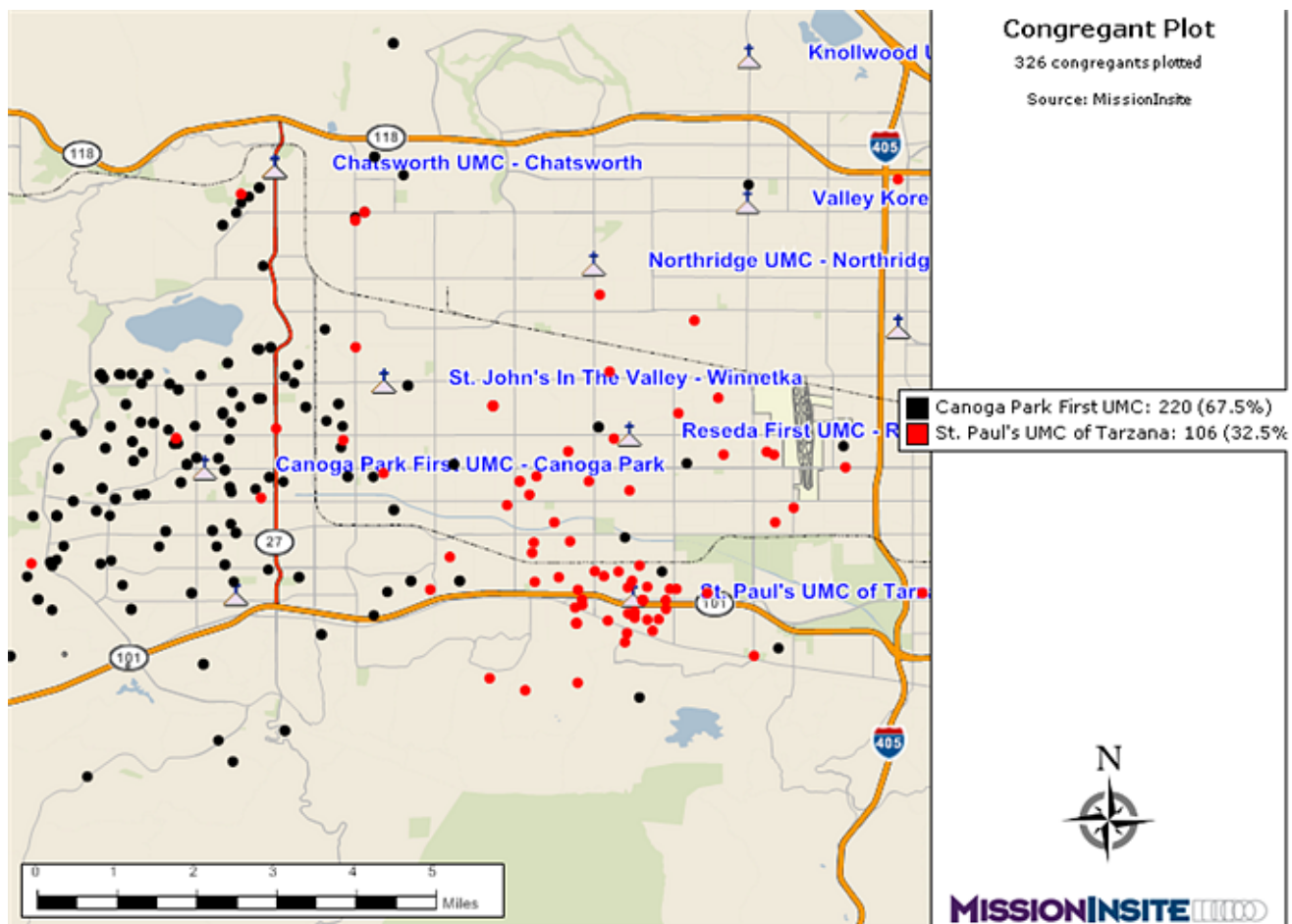
To discover how many congregants are plotted, scroll to the bottom of map. Just outside the map window, the total will be provided.

179 congregants plotted

## Create a Presentation Map

Presentation quality maps can be generated inside Thematic Maps and Congregant Plot. Once the user has plotted the desired configuration, follow these steps to generate a presentation map.

1. Select the image type. There are several choices.
  - o PowerPoint/Word: Creates maps designed specifically to paste into PowerPoint or MS Word documents.
  - o Print (Landscape): Creates a high quality image for printing.
  - o Poster 2' x 3' or 3' x 4': Creates a printable poster sized map for printing on large color plotters
2. Click generate image. This will tell the system to generate the map image (either full map or map only). Once the image is generated, a download image button will appear.
3. Click download image. You have now created a map.



## Custom Plot

See MI User Guide on Resource Page of Web Site.

End of MI Local Church User Guide

Enjoy Exploring Your Ministry Area!