

In partnership with the Mississippi Baptist Convention

MISSIONINSITE 

A new local missions tool

The Mississippi Baptist Convention is testing MissionInsite in 2017 to determine its value to our churches and associations. We are thankful for your interest in this system and we encourage you to register for an account, learn how to use MissionInsite and then find ways to help people across Mississippi reach their neighbors with the life-giving Gospel of Jesus.

Discovering a church's ministry opportunities has never been easier because of this tool. MissionInsite provides instant access to community information for a church via The PeopleView System. You'll get desktop, web-based access to demographic data for a variety of geographic levels.

The PeopleView System provides you with a new way to access demographic information. It moves beyond the static reports to a powerful "discovery tool" for exploration and "out of the box" thinking for church ministry, church planting, church growth and outreach.

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 PeoplePlot. 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. There are no fees for Mississippi Baptist Associations or Churches to use MissionInsite, other than if mailing lists are ordered. The system will indicate when you are about to purchase a mailing list.

To register for your account please follow the instructions on the How to Register document provided. If you experience any difficulties in registering, please email Elizabeth Lindigrin at elindigrin@mccb.org and provide a description of your problems.

Once your account is activated, you will receive an email providing you with some information on using MissionInsite, instructions to perform a basic analysis and a form to provide the Mississippi Baptist Convention Board with feedback on MissionInsite.

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

Population:

The estimated 2016 population within the study area is 53,805. The 2021 projection would see the area grow by 894 to a total population of 54,699. The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to grow by 1.7% in the next five years, the state is projected to grow by 2.6%. The study area's estimated average change rate is 0.3%.

Population Per Household

Population per Household: The relationship between population and households provides a hint about how the community is changing. When population grows faster than households, it suggests an increase in the persons per household. This can only happen when more persons are added either by birth or other process such as young adults in multiple roommate households or young adults returning to live with parents. In some communities this can occur when multiple families live in the same dwelling unit.

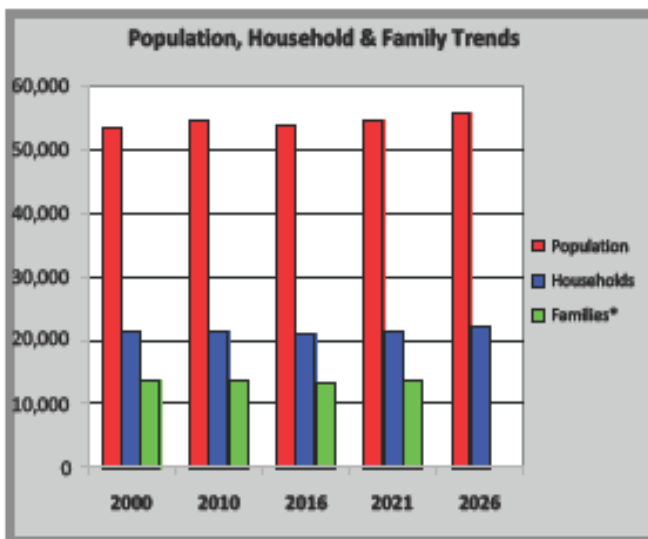
Households:

The households within the community are growing faster than the population, thus the average population per household in 2010 was 2.55 but by 2021 it is projected to be 2.54. Compare this to the statewide average which for the current year is estimated at 2.66 persons per household.

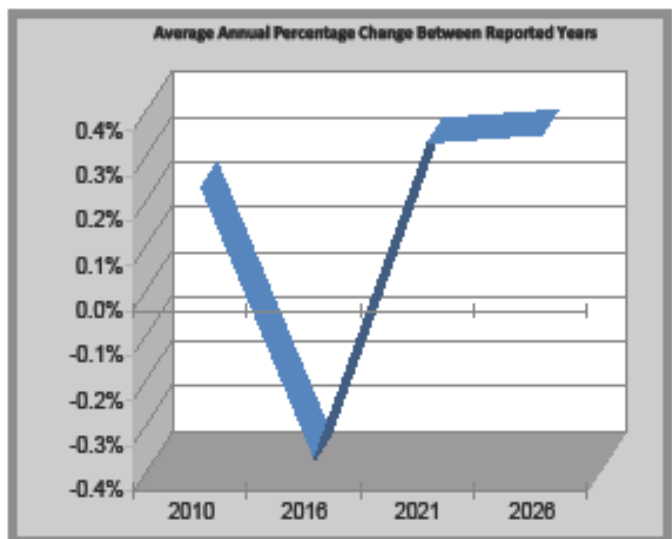
Family Households:

Family households provide an additional hint about the changing dynamics of a community. If family household growth follows population growth, then it would be reasonable to assume that the increasing population per household comes from additional children. This is the case within the the study area. Family households are growing as fast as the population suggesting that the increasing population per household is from additional children.

<i>Population/Households & Family Trends</i>					
	2000	2010	2016	2021	2026
Population	53,373	54,616	53,805	54,699	55,658
Population Change		1,243	-811	894	959
Percent Change		2.3%	-1.5%	1.7%	1.8%
Households	21,212	21,456	21,147	21,533	21,942
Households Change		244	-309	386	409
Percent Change		1.2%	-1.4%	1.8%	1.9%
Population / Households	2.52	2.55	2.54	2.54	2.54
Population / Households Change		0.03	0.00	0.00	0.00
Percent Change		1.2%	0.0%	-0.2%	-0.1%
Families	13,803	13,497	13,232	13,479	
Families Change		-306	-265	247	
Percent Change		-2.2%	-2.0%	1.9%	



NOTE: Family Household data is not projected out 10 years.



How to Register

1. Open Your Browser

Navigate to: MissionInsite.com. Mouse over the Client Center button on the home page. Select Registration. On the new Registration Information page click REGISTER.

Enter Your Unique AGENCY ACCOUNT ID #:

2. Begin the Registration Process

- Select your city and your church.
- Complete boxes creating your unique User Name and Password
- 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. Following your account activation, a new window will open to enter your User Name and Password to login to the PeopleView™ System. Check your Spam/Junk box if the email does not appear in your Inbox.
- For future logins, hover over Client Center button on the MissionInsite Home Page and select "login" from the drop down menu.
- Do not make multiple attempts at registration. If a problem occurs, please contact us for support. 877-230-3212 Ext. 1011 or misupport@missioninsite.com
- 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.

3. Welcome Screen



The Welcome Screen provides a basic introduction to essential tools to gain full value of PeopleView™ System functions and resources for your congregation. Resources are organized in CoreView, CommunityView and FusionView. Click each button to view these key resources.

4. Introducing CoreView, CommunityView and FusionView.

CoreView

Who are We?

CoreView begins with People Plot. People Plot provides insight, organizational identity and reach of your congregation — these are your core assets.

CommunityView

Who is our Neighbor?

CommunityView informs you about your mission field diversity.

FusionView

How do we Engage Our Community?

FusionView employs discoveries and learnings from CoreView and CommunityView to assist in development of strategic solutions for mission and ministry.

5. Essential Support Resources

(Mouse Over the Help Tab on the Upper Left of the Map Screen)

Contains Videos, Documents and How To Information Including Live Chat. Review each tab to discover the wealth of material available to assist you in your use of the PeopleView System. Resources include: **The Mosaic Household Portraits**

- **Mosaic USA Group Segment Descriptions by Experian** (*71 Individual Segments & 19 Groups*)
- **Mission Impact Mosaic Application Guide by Bandy** (*Practical ministry application suggestions for each Mosaic segment: Leadership, Hospitality, Worship, Education, Small Groups, Outreach, Property and Technology, Stewardship/Financial Management and Communication*)

6. Quick CommunityView Reports - Select Report Wizard

Mouse Over the Tools Tab (Top Left of Web Page)

The Report Wizard will assist users in rapid and easy creation & customization, for all geographies, of Quickinsite™, Executiveinsite™, Fullinsite™, Impressions™ or Quad™ Reports.

7. Explore the Map Tools

All PeopleView™ System functions are selected from Map Tools. All reports are based upon geographic shapes. Shapes are created by selecting options in the Shapes tab. Create your first shape and access information with one of the Predefined Reports or Build Report. Build A Report is ideal for accessing data to answer specific questions such as "How many people live within a 20 minute walk of our location?"

Note: All Map Tools functions are described in the Basic Site Orientation on the Welcome Screen.