

Environics Report to Fraser Presbytery

November 18, 2011

Jane Harding and Dorothy Jeffery

Introduction

The United Church of Canada partnered with Environics to build on the Emerging Spirit work and offered training in October 2009. Fraser Presbytery (FP) was one of the first presbyteries in Canada to engage the Environics project at the presbytery level. Dorothy Jeffery and Jane Harding completed the education component of the UCC Environics Facilitator training in Toronto in October, 2009. We conducted training workshops in Fraser Presbytery in 2010 - 2011.

The reports require an extra level of analysis to be useful at the congregational level. Initially we found the data was not very user friendly, therefore Dorothy created customized interpretative data tables. In keeping with the goal of presbytery, FP training workshops were given on regional basis.

The reports, costing about \$7000, were funded by FP Vision for Mission in 2009. Three regions completed the two day workshops. The cost of approximately \$600 / workshop – was funded by regional churches in some cases using Vision for Mission funds.

The objective of each report is to help congregations (in Fraser presbytery's case, regional areas as well) to understand more about its local market and its membership in order to develop and support appropriate outreach programs and communication strategies to retain and grow their congregations, or to focus and deepen their congregational mission. A further goal of Fraser Presbytery was to understand the United Church congregational "personalities" as regional clusters and inform a broader scope.

Each congregation was to submit a list of the postal codes of the people in their congregations and along with other data derived from Census Canada, Canada Post, Emerging Spirit Attributes and resources, a customized report was created. The facilitators also requested regional maps and reports as the process went along.

Work to date

Three workshops have been completed:

Peninsula Region: August 17 and 24, 2010 at Crescent United, facilitated by Dorothy Jeffery with assistance from Jane Harding. Nineteen attended from Crescent, First UC White Rock, Sunnyside, and Hazelmere. Clergy from all four congregations participated as well as presbytery and church leaders from the congregations.

Surrey- Delta Region: Feb. 8 at Northwood UC, and Feb. 13, 2011 at Colebrook UC, facilitated by Jane Harding. Nineteen attended from Colebrook, Northwood, Crossroads, Bethany-Newton, Fraser Valley Japanese and Amazing Grace United Churches. Cloverdale had had a preliminary workshop with Jane and were unable attend due to scheduling conflicts of transition planning with their intentional Interim Minister, Reverend Mollie Williams. Clergy from all five congregations attended as well as a broad range of lay leaders.

Abbotsford-Mission: March 22 and 25, 2011 at Gladwin Heights UC, facilitated by Dorothy Jeffery. Twenty three attended from Gladwin, Trinity Memorial, Mt. Lehman, Whonnock and St. Andrew's Mission United Churches. Clergy from all five congregations attended as well as a broad range of congregational leaders.

Dorothy Jeffery is in conversation with Hope UC and the Chilliwack region re future workshops, while Jane is in conversation with the United Churches of Langley.

Facilitator training and planning time estimates are more than 20 hours individual preparation for each workshop; 10 hours per workshop set actual workshop time; general planning between Dorothy and Jane at least 20 hours; and additional data analysis time by Dorothy (no estimate given at this time).

Evaluation

Dorothy and Jane developed evaluation forms in order to help congregations engage the reports as we went along. This helped us develop some of the comparison charts for the regional concepts. It also helped with the descriptive language used by Environics and clarifying the definitions.

Some pertinent comments:

From Northwood: would like another layer of analysis. Our response: regional reports or Facilitated Learning Circles/dj

From Surrey Delta Region: How are we church if we have no building? A good discussion point for future.

Anecdotal reporting

Semiahmoo Peninsula congregations – These three congregations got together and accomplished a joint mail out to targeted neighbourhoods in their catchments to 30,000 households in September 2011 to inform and welcome families to church. A quote from Reverend Bill Booth "The Environics data was useful in identifying neighbourhoods that did work well but it did make things quite complicated with the post office."

Bethany Newton congregation with Reverend John Miller blended Environics with Daniel Smith's "Pathway to Renewal" workshops.

Crossroads & Northwood had conversation about targeting ethnic population areas and planned events.

Surrey-Delta idea: thinking and planning regionally: e.g. regional training of pastoral visitors.

St. Andrew's, Mission, focused on the pre-workshop analysis and was best prepared to apply the information to their property development project.

Congregations in Intentional Interim Ministry: Quote from Reverend Mollie Williams re: Cloverdale Pastoral charge "I would say that the Environics project can be very appropriate and useful for congregations that are already pretty healthy and ready to be reflective, because the key is having a core group of folks who can commit themselves to taking the training seriously, who then owning it and getting creative about the many ways in which one can use the data. Some Interims take place in pretty healthy congregations where folks just need some help in finding a new direction and clarifying their mission. For example - ones where the context for an Interim is where the same Minister has been there in an essentially happy Pastoral Relationship for many years."

Going forward

We arranged for Regional Reports in order to overlay the catchment areas and the data that goes along with it. "Mega" Abbotsford, Peninsula reports have been received and Surrey- Delta and Chilliwack have been ordered. Regional reports integrate data over a larger sample size. Analysis of these reports reveals different rankings of Social Value Trends (SVT).

United Churches of Langley – we continue to invite them to make a connection between Langley Futures Initiative (LFI) and regional Environics report and workshop.

Chilliwack region – looking for an early 2012 workshop date.

Ethnic congregations may be a useful future area for study.

Dorothy Jeffery will be available in 2012 for further workshops.

Facilitated learning circles are available through UCC. Dorothy will be conducting one starting in December 2011. Others can be started.

ENVISION reports allow customized maps and reports such as Attribute Matrix reports (SVT across wide geographical areas). Maps for specific Lifestyle clusters of interest to an area can also be created.

These might best be pursued through Facilitated Learning Circles (FLC). There was a webinar presentation (through UCC) in the spring of 2011 that was very clear and gave good introductory information. It is available to view on the UCC website.

Recommendations

Dorothy and Jane recommend that Fraser Presbytery continue to use these reports as a resource in major decision making at congregational and presbytery level.

Subject to funding, if your region has had an Environics training workshop, engage the FLC process. If not, arrange a regional workshop.

Have a conversation about insuring continued accessibility to the Environics reports and supporting resources. At least a current link on FP website, with someone designated to maintain the currency of the link.

Final summary:

Participants expressed satisfaction with the workshops e.g. saying knowing each other better helps us to value each other's gifts and identities.

Created Documents available on request.

Useful resources:

Webinar – link

<http://momentum.na4.acrobat.com/p39179639/>

FLC link:

<http://www.united-in-learning.com/environics>

[Both site working 2011-11-15 03:09 PM /dj]

On November 10, 2011, the new EDGE ministry of UCC hosted a webinar with Tom Bandy on "How to Apply Demographic Insights to Shape Seeker Ministries". Tom Bandy referred to Environics reports and his own demographic USA resources ("MissionInsite"). The Power Point presentation of that Webinar is not yet posted to UCC website. Dorothy Jeffery has a copy of the handouts.

Appendices:

Appendix A

Sample customized report by Dorothy Jeffery for Comparison of SVT in Peninsula region

[Insert SVT comparison Peninsula Region 111107.pdf] – see below or print file for clearer copy.

Comparison of "Social Value Trends" (SVT) across Peninsula region (p. 23 or 24 report)

		Index more the 5 different from 100 is worth looking at			
n- not associated with 18 UCC Characteristics		Crescent	First White Rock	Sunnyside	Hazelmere
0	New Social Responsibility	122	120	114	107
n-	Fulfillment Through Work	104	120	109	106
SV055	Openness toward Others	113	114	110	108
n-	Awareness of Mortality	100	114	108	102
n-	Personal Creativity	116	113	109	102
n-	Regional Identity	100	111	108	101
n-	Primacy of Family	97	111	109	104
n-	Importance of Brand	94	111	109	109
n-	Importance of Aesthetic	113	110	105	97
n-	Global Ecological Awareness	108	110	108	105
n-	Canadian Identity	104	110	106	105
SV020	Ecological Lifestyle	103	110	105	97
n-	Legacy	107	109	108	104
SV034	Community Involvement	106	109	105	102
n-	Risk Aversion	100	109	104	107
SV021	Ethical Consumerism	86	109	104	103
n-	Equality of Sexes	110	108	104	98
SV078	Social Learning	108	108	107	103
n-	Aversion of Complexity in Life	99	108	106	105
n-	Need for Escape	110	106	105	102
n-	Vitality	122	104	109	102
n-	Flexibility of Age identity	109	104	105	107
n-	Hyper-rationality	102	104	103	108
n-	Importance of National Superiority	95	104	107	103
SV069	Rejection of Authority	101	103	101	101
SV049	Introspection & Empathy	100	103	101	98
n-	Saving on Principle	111	102	107	103
SV062	Primacy of Environmental Protection	103	102	102	102
n-	Pursuit of Novelty	118	100	103	100
SV064	Spiritual Quest	95	100	98	100
SV028	Social Darwinism (inverse)	109	99	101	99
SV053	Flexible Definition of Family	101	99	99	99
n-	Heterarchy	90	99	98	105
SV080	Cultural Fusion	110	98	100	98
SV023	Control of Destiny	110	98	98	101
SV070	Religiosity	98	98	100	108
SV077	Meaning of life	98	98	97	100
SV067	Pursuit of Happiness to the Detriment of Duty (inverse)	88	98	98	105
n-	Government Involvement	113	93	97	99
SV007	Attraction to nature	73	92	89	98
SV052	Ethnic Intolerance (inverse)	100	106	104	96
n-	Pursuit of Intensity and Emotional Experience	114	102	103	96
SV006	Belonging to Global Village	95	102	95	95
SV032	Equal Relationship with Youth	109	97	100	94
SV002	Adaptability to Complexity in Life	107	91	95	94
SV085	Anomie** & Aimlessness (inverse)	83	89	90	90

Appendix B

Sample customized report by Dorothy Jeffery for Comparison of Lifestyle Clusters in Abbotsford
Mission Region

Read in conjunction with PRIMZ_{c2} maps supplied in report.

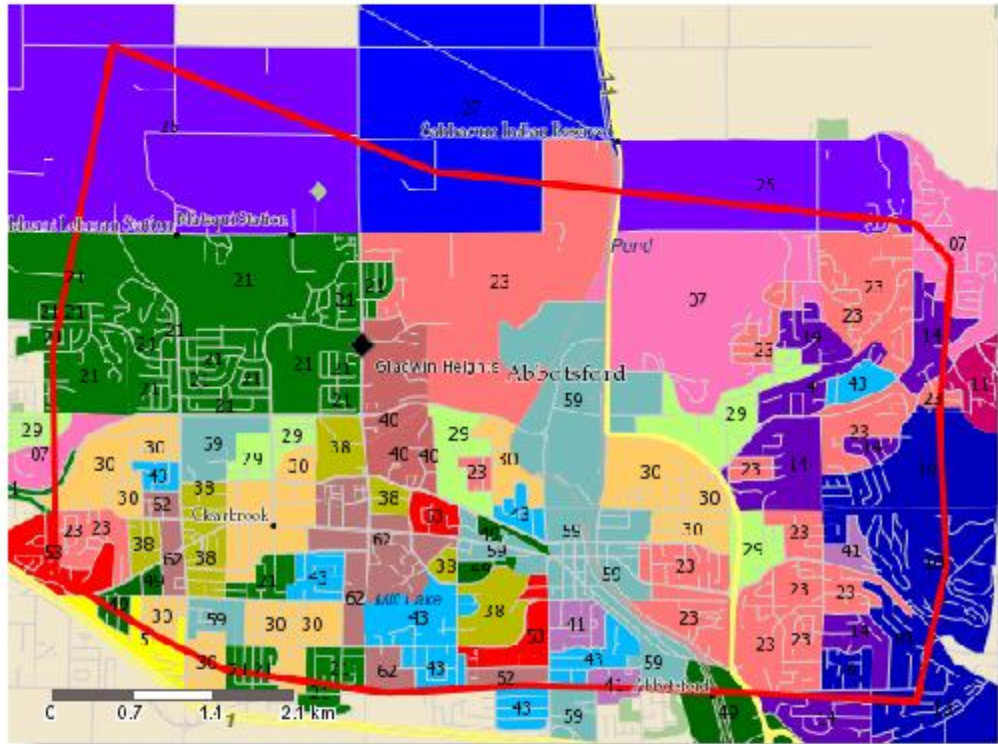
[Insert Lifestyle clusters sorts 110324.pdf] – see below or print copy for clearer copy.

Lifestyle cluster	GHUC ranking	# of members	% of members	service area # households	service area %	primary color	primary shape	primary description	Canada, knowledge %	Correlation with SVT #	SVT Index	Priority of Environmental Protection	Media/Biological Awareness	Reported vol. of Pages	TMUC ranking	ML Lifestyle ranking	SALC ranking	WFL ranking
Lower-middle-class, suburban apartment-dwelling seniors	1	18	14.5	3103	9	olive green	38	Orange Ave. 100 apartment, followed by Hillside	2.33	SV06; SV019	107, 98	Attention to complexity in life, utilitarian consumption	Reporting work	p. 10, 17, 18 19 glossary p. 4, 48.	1	4	0	5
Upper-middle-class suburban families	2	16	12.9	3597	10.4	rose	23	North west of GHUC, Hwy. 1, between Hwy. 101 and Highway 102, between Hwy. 101 and Hwy. 102, between Hwy. 101 and Hwy. 102	2.16	SV051 /report; SV030, 063 /H p. 25 read 110324	100, 107, 106	Attention to complexity in life, utilitarian consumption	Reporting work	p. 10, 17, 18 19 glossary p. 4, 48.	9	8	1	3
Younger, upper-middle-class South Asian families	3	11	8.9	4713	13.6	dark green	21	These are on Highway 101, between Hwy. 101 and Hwy. 102	1.7			Search for family, may interest GHUC re interfaith events		p. 9, 10, 17, 18.	14	2	7	0
Upper-middle-class town families and couples	4	11	8.9	550	1.6	purple	25	North of Downes road - Lynn, Floyd, Carol Johnson; west east of Mission Highway	2.27	SV007	93	Attention to culture		p. 9, 11, 17, 18, 19 glossary p. 4, 48.	0	1	8	2
Younger, middle-class suburban families	5	11	8.9	2751	7.9	orange	30	South of George Highway, north of 2 Hwy. 101, west of Gladwin Heights (west of S. Fraser Hwy) Park,	1.29	SV027	96	Attention to family, may interest GHUC re interfaith events		p. 9, 11, 17, 18, 19 glossary p. 4, 48.	5	9	4	4
Younger, thriving immigrant families	6	10	8.1	2163	6.2	light green	29	South of George Highway, south of Hwy. 101, west of Gladwin Heights (west of S. Fraser Hwy) Park,	2.45	SV013	94	Attention to family, may interest GHUC re interfaith events		p. 9, 11, 17, 18.	12	0	0	1
Upscale, dual-income suburban households	7	6	4.8	1927	5.6	dark blue	32	32 isn't used # but color matches 32	2.36	SV013	94	Attention to family, may interest GHUC re interfaith events		p. 9, 11, 17, 18.	0	5	0	3
Mature working-class town couples	8	6	4.8	1605	4.6	deeper rose	40	East of Gladwin Road, south of Hwy. 101, west of Gladwin Heights (west of S. Fraser Hwy) Park,	1.2	SV044	105	Attention to family, may interest GHUC re interfaith events		p. 9, 11, 17, 18, 19, 48.	7	10	0	5

[insert GladwinHeights.pdf] –see below or print from report to include Lifestyle cluster legends.

Gladwin Heights - Abbotsford

PRIZMC2 Distribution



Appendix C

Sample customized report by Dorothy Jeffery for Comparison of Emerging Spirit Attributes and SVT in
Abbotsford Mission Region (p. 1 only)

Read in conjunction with Emerging Spirit Opportunities Graph.

[Insert Analysis Abby Mission Region Emerging Spirit v SVT 111118.pdf and LTWGraph.pdf]

– see below or print copy for clearer copy.

Comparison of "Social Value Trends" (SVT) descriptors across Abbotsford Mission region
 Environics defines 87 "SVT's"

UCC Characteri- stic #	Characteristic	SV # (see Attribute Full Profile p. 37, 38)	Related SVT (see Social Value Glossary)	Average SVT for		
				Church	Index	Characteristic
1	Open to change	SV002	Adaptability to Complexity in Life	Mega	86	86
2	Celebrates Lifestyles	SV053	Flexible Definition of Family	Mega	94	94
3	Builds Relationships with other traditions	SV006	Belonging to Global Village	Mega	92	
3	Builds Relationships with other traditions	SV080	Cultural Fusion	Mega	96	94
3	Builds Relationships with other traditions	SV078	Social Learning	Mega	93	
4	Respects Personal Freedom and Choice	SV053	Flexible Definition of Family	Mega	94	94
5	Encourages Questions	SV069	Rejection of Authority	Mega	83	or is this green?
5	Encourages Questions	SV064	Spiritual Quest	Mega	104	94
6	Respects Earth and Environment	SV007	Attraction to nature	Mega	98	
6	Respects Earth and Environment	SV020	Ecological Lifestyle	Mega	102	
6	Respects Earth and Environment	SV021	Ethical Consumerism	Mega	102	100
6	Respects Earth and Environment	SV019	Global Ecological Awareness	Mega	97	
6	Respects Earth and Environment	SV062	Primacy of Environmental Protection	Mega	103	

Opportunities



Appendix D

New Sample of Thematic Attribute Maps

[insert Map_Index_SouthWestPresbytery_SV006BelongingToTheGlobalVillageP.pdf]

