

Environics and Fraser Presbytery

Final Report

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Harding



Introduction

- October 2009
- The General Council offered Facilitator Training to assist congregations approach and engage the Environics data in the reports
- Dorothy and Jane answer the call!



The Objective

- Each report is to help congregations (*in Fraser presbytery's case, regional areas as well*)
“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 focus and deepen their congregation mission.
- A further goal of Fraser Presbytery was to understand the United Church congregations’ “personalities” as regional clusters and inform a broader scope.



The Reports

- Fraser presbytery committed to each congregation having a report
- The postal codes from every congregation were submitted and reports were generated



Preparation and Facilitation

- Gathering postal code data
- Receiving, Reading and Understanding each report
- Planning and Facilitating workshops
- Evaluating and Improving subsequent workshops
- Creation of forms, charts and other documents increase accessibility to the information and better compare and contrast congregations regionally



Work to Date

- Three workshops have been completed:
 - ✓ Peninsula
 - ✓ Surrey-Delta
 - ✓ Abbotsford-Mission



Still possible

Hope UC and the Chilliwack region

The United Churches of Langley

Ethnic congregations



Evaluation

- Statistical
- Anecdotal
- Summary of evaluation forms from participants



Going Forward

- Regional and “Mega” Reports
- Ethnic Congregations
- Facilitated Learning Circles
- Dorothy Jeffery continues to facilitate
- Webinars



Envision

- National Church is now building on the Environics projects and can create new maps that dove-tail with Environics



Recommendations

- 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.
- A link on FP website, with someone designated to maintain the currency of the link.



In Summary

- Great experience
- Increased Awareness of culture, mission and ministry of surrounding United Churches and their catchment areas



Useful links

- Webinar – link <http://momentum.na4.acrobat.com/p39179639/>
- FLC link: <http://www.united-in-learning.com/environics>
- 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 “MissionInsite” (USA) demographic resources. The Power Point presentation of that Webinar is not yet posted to UCC website. Dorothy Jeffery has a copy of the handouts.
- Reports - ... with highlights to SVT, descriptors, PRIZMce2, link of Emerging Spirit material to Environics report (Dorothy's tables).



Text, Forms and Charts

- Available on request if too small to read in separate posting.

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