

REACHING MICHIGAN WORKSHOP: Creating Missional Strategies

Dr. Curt Watke
www.iicm.net



CREATING AN AREA MISSIONAL STRATEGY

- **DEFINITION**

- *A missional strategy* is one that develops a contextual process to reach, disciple, congregationalize, mobilize, and reproduce believers among specific ethnic, lifestyle, lifestage and religious groups.



REGION TWO

CREATING AN AREA MISSIONAL STRATEGY

- **AREA: WOODLAND ASSOCIATION**

- Number of churches: 15
- Counties: 10 (Mason, Lake, Osceola, Oceana, Kent, Newaygo, Mecosta, Ottawa, Muskegon, Montcalm)



1. Identify Primary & Secondary Social Environments
2. Create a Missional Learning Cluster
3. Identify Top Lifestyle Segments
4. Identify Those Culturally Different Segments
5. Develop Training to Reach Top Segments
6. Create Plans to Begin Outreach to Culturally Different
7. Evaluate Mission Sites for Potential Church Plants

REGION TWO

CREATING MISSIONAL STRATEGY

4a

- AREA: WOODLAND ASSOCIATION CHURCHES
 - 1. Identify Primary & Secondary Social Environments

CITY	CHURCH	ZIP	PRIMARY SE	SECONDARY SE
Holland	All Nations	49424	Upscale	Aspiring
Grand Rapids	Anchor Baptist	49544	Upscale	Aspiring
Big Rapids	Charity Baptist	49307	Urban	Working
Grandville	Chen Christian	49418	Upscale	Working
Kentwood	Compass Point	49508	Upscale	Working
Ludington	First Ludington	49431	Working	Mainstay
Muskegon	Grace Community	49442	Working	Urban
Holland	Holland Baptist	49423	Working	Upscale
Holland	Iglesia Bautista Hispana	49424	Upscale	Aspiring
Grand Rapids	Iglesia Bautista Reconciliacion	49418	Upscale	Working
Fremont	Lighthouse Baptist	49412	Upscale	Working

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CREATING MISSIONAL STRATEGY

4a

- AREA: WOODLAND ASSOCIATION CHURCHES
 - 1. Identify Primary & Secondary Social Environments

CITY	CHURCH	ZIP	PRIMARY SE	SECONDARY SE
Grandville	RiverTown Community	49418	Upscale	Working
Grand Rapids	Sonrise Baptist	49508	Upscale	Working
Grand Rapids	The Gathering	49504	Working	Urban
Grant	Trinity Baptist	49327	Country	Mainstay



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CREATING MISSIONAL STRATEGY

- AREA: WOODLAND ASSOCIATION CHURCHES
 - 2. Create a Missional Learning Cluster
 - Study the social environment type – Upscale
 - Cultural values of upscale people
 - Cultural practices of upscale people
 - Spiritual issues that upscale people face
 - Help pastors as they deal with their church members
 - Help pastors to learn how to connect to this cultural group in their community

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4a

- AREA: WOODLAND ASSOCIATION CHURCHES
 - 3. Identify Top Lifestyle Segments (or social enclaves)

Zip	Top Lifestyle Segment	2 nd Lifestyle Segment
49307	College Town Communities	Steadfast Conservatives
49327	Industrious Country Living	Family Convenience
49412	Urban Commuter Families	Steadfast Conservatives
49418	Urban Commuter Families	Small-Town Success
49423	Steadfast Conservatives	Urban Commuter Families
49424	Small-Town Success	Urban Commuter Families
49431	Urban Commuter Families	Steadfast Conservatives
49442	Steadfast Conservatives	Struggling City Centers
49504	Steadfast Conservatives	New Generation Activists
49508	Urban Commuter Families	Successful Suburbia
49544	Urban Commuter Families	Stable Careers

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- AREA: WOODLAND ASSOCIATION CHURCHES
 - 4. Identify Potential Culturally Different Segments

Lifestyle Enclave	Zipcodes
New Generation Activists	49307; 49504
Nuevo Hispanic Families	49423
Urban Diversity	49423
Second-generation Success	49424
Aspiring Hispania	49424
Struggling City Centers	49442
Minority Metro Communities	49442
Unattached Multicultures	49442
Latino Nuevo	49504

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See sample Missional
Zipcode Catalogues

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CREATING MISSIONAL STRATEGY

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- AREA: WOODLAND ASSOCIATION CHURCHES
 - 5. Develop Training to Reach Top Lifestyle Segments
 - **STEADFAST CONSERVATIVES**
 - What “bridges” can be created to help us build relationships with Steadfast Conservatives?
 - Will anything need to change within our churches in order for us reach these people?
 - How do we share the gospel in a way that they can understand it?
 - What issues will this group need to address in discipleship?
 - How do we train missional leaders from among this group?

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CREATING MISSIONAL STRATEGY

4c2

- AREA: WOODLAND ASSOCIATION CHURCHES
 - 6. Create Plans to Begin Outreach to Culturally Different
 - **NUEVO HISPANIC FAMILIES**
 - What “bridges” can be created to help us build relationships with Nuevo Hispanic Families?
 - Will anything need to change within our churches in order for us reach these people?
 - How do we share the gospel in a way that they can understand it?
 - What issues will this group need to address in discipleship?
 - How do we train missional leaders from among this group?

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CREATING MISSIONAL STRATEGY

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- AREA: WOODLAND ASSOCIATION CHURCHES
 - 6. Create Plans to Begin Outreach to Culturally Different
 - **STRUGGLING CITY CENTERS**
 - What “bridges” can be created to help us build relationships with Struggling City Centers?
 - Will anything need to change within our churches in order for us reach these people?
 - How do we share the gospel in a way that they can understand it?
 - What issues will this group need to address in discipleship?
 - How do we train missional leaders from among this group?

REGION TWO

CREATING MISSIONAL STRATEGY

- AREA: WOODLAND ASSOCIATION CHURCHES
 - 7. Evaluate Mission Sites for Potential Church Plants
 - **THIRTY-EIGHT MISSIONSITE LOCATIONS**
 - Allendale, Alto, Baldwin, Big Rapids, Coopersville, Ewart, Gowen, Grand Rapids, Grandville, Grant, Hart, Holland, Lowell, Ludington, Montague, Muskegon, Newaygo, Pierson, Ravenna, Reed City, Rockford, Sparta, Spring Lake, Stanton, West Olive, White Cloud, Whitehall, Wyoming, Zeeland

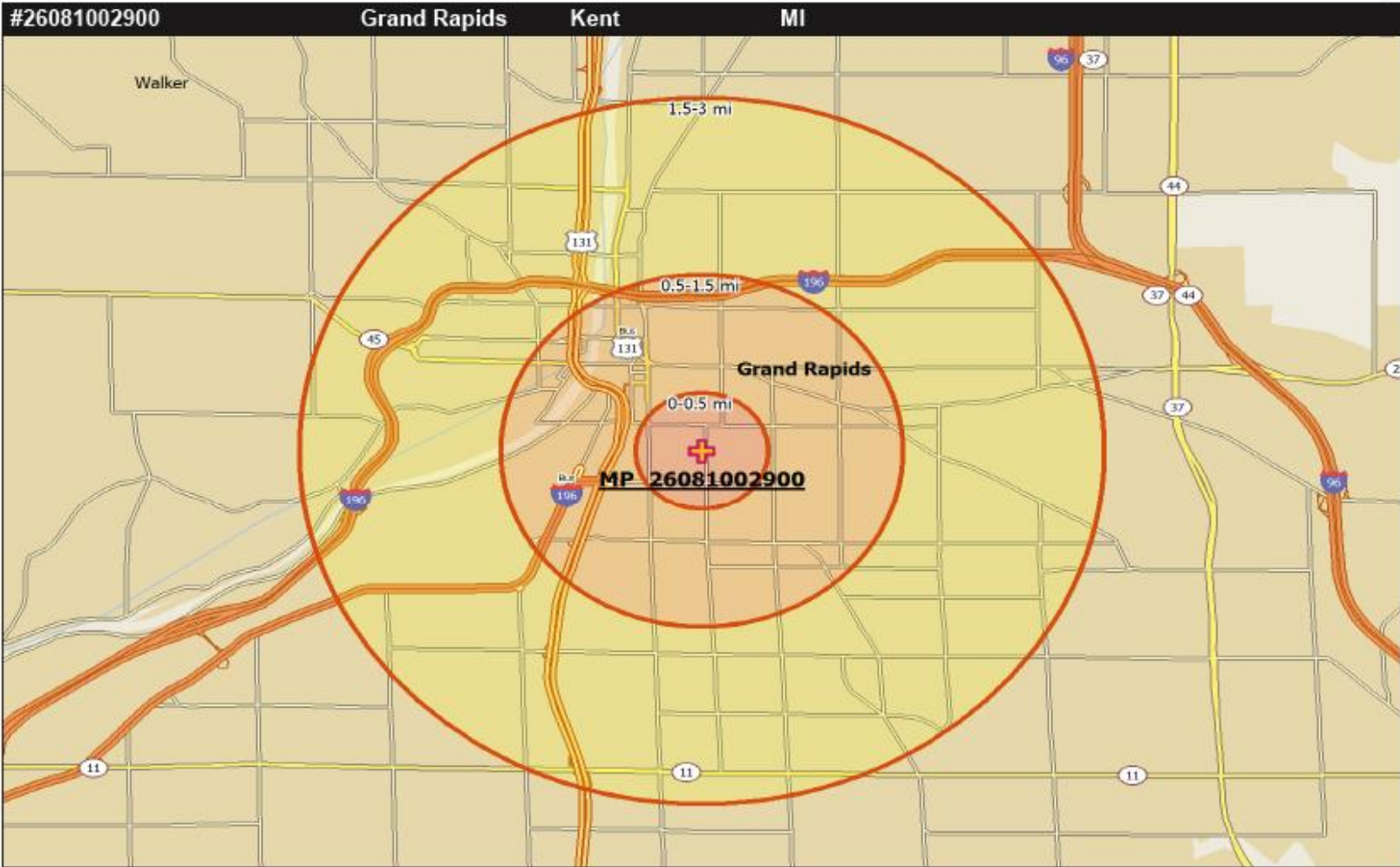


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1. Take a look at the MissionPoint Report
--WOODLAND Region
BSCM-mp-WoodlandAssoc.pdf **PG 2**
2. Take a look at the MissionSite DIGESTS
-- 2 formats: RTF and PDF
BSCM-msdigest-Woodland-26081002900.rtf
BSCM-msrdpdf-Woodland-26081002900.pdf



REGION TWO



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Mission Point: Grand Rapids – pg 2

REGION TWO

1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26081002900	Total Households in 3 mi Ring	52,411
CT Centroid Latitude	42.95254	Active Evangelical HHLDS	7,452
CT Centroid Longitude	-85.65977	Active Evangelical PERCENT	14.22%
City Location	Grand Rapids	Unreached HHLDS	36,566
County Location	Kent	Unreached Percent	69.77%
Sitescape Category code	4	Religious but NOT Evang HHLDS	9,773
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	18.65%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	4,793
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	9.14%
Density Assignment	K	NOT Evangelical NOT Interested HHLDS	22,259
Population Pattern	250000-250000-250000	NOT Evangelical NOT Interested PERCENT	42.47%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	13.42%	Low Education County	False
Mainstay Community	6.11%	Low Employment County	False
Working Community	33.01%	Persistent Poverty County	False
Country Community	0.6%	Population Loss County	False
Aspiring Community	12.28%	Nonmetro Recreation County	False
Urban Community	34.59%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	66.36	Racial Diversity Index	83.14
Ancestry Diversity Index	40.76	Diversity Composite Index	57.57
Foreign Born Diversity Index	15.58	Population Density Index	83.70

Data Sources: IICM SITESCAPE; Simmons Market Research Bureau, ScanUS

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Mission Point: Grand Rapids – pg 2

REGION TWO

Location Composition

Category	0-0.5 MI	0.5-1.5 MI	1.5-3 MI
2010 Population	6,084	43,245	96,522
2010 Households	2,534	15,534	34,343
2010 Group Quarters	172	1,457	3,486

Missionscape: Cultural Bridges

Cultural Bridge	#HHids	%HHids
Home Personal Computer-HH Own	1,686	67%
McDonald's	1,387	55%
Reading Books	1,302	51%
Watching Diet (Health/Weight)-Presently	1,289	51%
Controlling Diet		
HH Uses Computer For Internet/E-mail	1,165	46%
Non-Presc-For Regular Headaches	1,150	45%
Heartburn/Indigestion Aids/Anti-Nausea-Use	1,100	43%

Getting Involved

This mission site is located in the Region Two of the Baptist State Convention of Michigan. For more information about this need, contact the regional Church Planting Strategist: convention office (info@bscm.org)

NOTES:

The Location Summary identifies the center of the smallest ring in the map above. The location data provides various types of identification to better describe the location. The GIS data can be used to map the location in Google maps or Google Earth.

The numbers in the Evangelscape communicate the most compelling reasons why this community needs churches and believers to intercede in missional prayer and activity. This community needs eternal transformation that only comes by way of the gospel and the working of the Holy Spirit.

Churchscape indicators reveal a snapshot of the extent of evangelical presence in the focus community. The last item in this section reveals how many churches are needed in order to have a minimum of one church for every 2000 hhids (4000-5000 people).

Location Composition: Listed are the total number of people and the total number of households corresponding to each of the three bands indicated on the map on page one.

Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people in the lifestyle group and through that relationship impact them for Christ.

Reaching Grand Rapids, MI

MISSION SITE DIGEST

Inside	
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Acts 10:9-10

During the night a vision appeared to Paul: a Macedonian man was standing and pleading with him, "Cross over to Macedonia and help us!" After he had seen the vision, we immediately made efforts to set out for Macedonia, concluding that God had called us to evangelize them.

This location has been identified as one of the areas in Michigan in need of new ministries or new churches. This report has been written to assist you in gaining an understanding of where God has gathered concentrations of people in need of Him in order that your church can focus your efforts and resources where He is at work and the need is greatest. May this report assist your church in hearing God's invitation to join Him where He is calling.

Location Summary

Central Street Address	543 Prospect Ave SE
Zip Code	49503
State Region	Region Two
GIS Latitude	42.952730
GIS Longitude	-85.660610
Sitescape Category	Cityscape
Sitescape Group	Small Cities

In partnership with:



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REGION TWO

Top Community Types



Urban Communities

The people are poor, struggling and largely single. Some are single parents with large families. Unemployment is double the national average. For the minority families in Urban Communities, struggling to balance priorities and budgets in a climate of institutional prejudice creates a lack of stability and control. Residing within major metropolitan cities and towns, most households live in apartments. Those who drive choose economy, import, and domestic cars or small trucks. This group finds employment within food and health services, education, retail, and the entertainment industry.

Households: 1,357
Percent: 53.53%



Aspiring Communities

Young, ambitious and culturally diverse, they are the evolving voice of American society. Truth is centered around "me" and everything is interconnected. The majority of people in this group are between the ages of 18 and 34. Sixty percent are renting singles; others live on military bases or in college dorms. They are four times more likely to be unemployed. Of those who work, most live in or conveniently close to metropolitan areas. Career builders who enjoy a moderate income in middle management, they thrive within the IT, sales, administration, education and health care professions.

Households: 861
Percent: 33.96%



Working Communities

Most residents are high school educated; some have even been to college. Their education affords them lower middle incomes through blue collar jobs in manufacturing, construction, health services, retail, wholesale and food service that provide a stable household economy supporting personal and family pursuits in everyday life. This ethnically diverse mix of single and married homeowners dwells in densely populated areas and small-town suburbs. Adherence to traditional family values and resistance to authority are key aspects of their psychological nature.

Households: 215
Percent: 8.48%

Evangeliscope: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDs	BAND %
Unreached	1,825	72.01%
Religious but NOT Evangelical	636	25.08%
Spiritual but NOT Evangelical	187	7.39%
Non-Evangelical but NOT Interested	1,038	40.98%

Top Lifestyle Segments

Struggling City Centers

(68% Unreached)

Struggling City Centers consists of very low-income households living in city neighborhoods. Home to the highest concentration of African-Americans in the nation-nearly 90 percent of all households-the cluster faces hard economic challenges. One-third of households haven't finished high school, with a similar percentage containing single-parent families. One in five adults are under 35 years old and the median household income is only half the national average.



Households: 654
Percent: 25.8%

Minority Metro Communities

(74% Unreached)

Minority Metro Communities reflects the nation's growing African-American middle class. With nearly three-quarters of the residents African-American and half the households earning more than \$50,000, this cluster is a testament to high educational achievement and professional employment among African-Americans. Concentrated in inner-ring suburbs, these households earn above-average incomes from a mix of service industry and white-collar jobs.



Households: 571
Percent: 22.52%

Young Cosmopolitans

(78% Unreached)

Young Cosmopolitans is a collection of households where many adults are under 35 years old, single and earning above average incomes as white-collar professionals, managers and executives. In their fast-growing cities- including a number of college towns-these upscale young people live in luxury apartments and condos, commuting to work in sporty subcompacts. Nearly half hold college degrees, and they are almost twice the average for grad degrees.



Households: 290
Percent: 11.44%

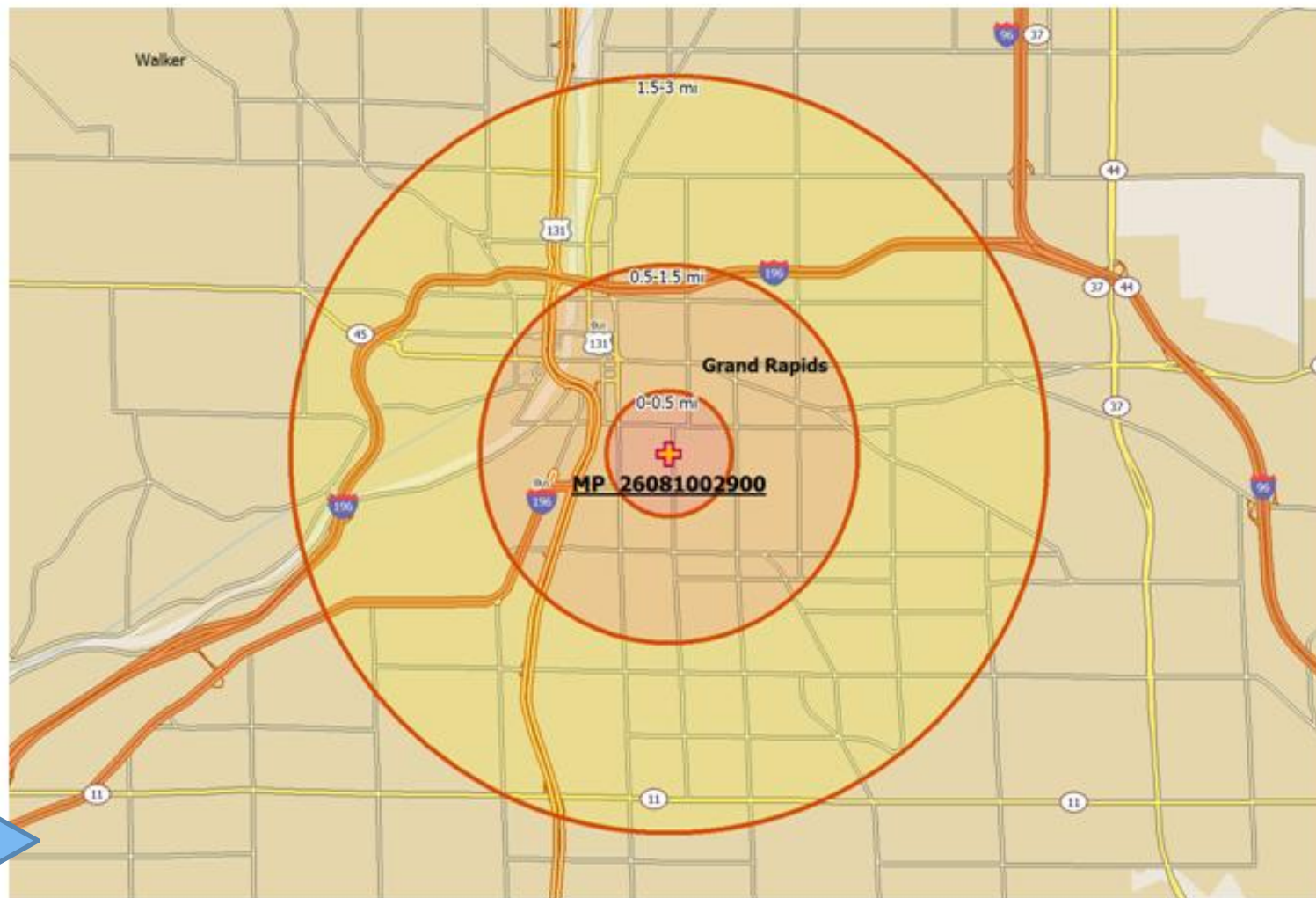
Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	334	13.18%
Inactive Evangelical HHlds	376	14.84%
# New Ministries/Churches Needed	1	

REACHING GRAND RAPIDS, KENT, MI

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REGION TWO

How Will We Reach Them?

- **BUILD RELATIONSHIPS !!!**
- **Learn How: missionalcorps.org**

The screenshot shows a web browser window displaying the Missional Corps website. The browser's address bar shows the URL corps.iicm.net/~iicmnet/corps/elgg/. The website header includes the IICM logo and the text "Missional Corps". Below the header, there is a navigation bar with links for "Register", "Lost password", "Username" (with the value "cwatke"), "Password" (with a masked field), "Remember me" (checked), and "Login".

The main content area is divided into two columns. The left column features a section titled "The Missional Corps" with the subtitle "A FREE Networking Resource from IICM for registered Christian believers". Below this, there are three paragraphs of text describing the website's features and connectivity options. The right column contains three paragraphs of text explaining the "APEPT menu", "Missionscape menu", and "Communityscape menu".

At the bottom of the main content area, there is a section titled "Newest members" which displays a row of small profile pictures of users. Below this, there are sections for "Latest files" and "Latest groups", which are currently empty.

The Windows taskbar at the bottom of the screen shows various application icons and the system clock, which reads "3:35 PM".

BCM | 231 E 161st St, Westfield, IN | Google | Google | Crossroads Baptist Associa... | Missional Corps ICM Evan...

corps.icm.net/~icmnet/corps/elgg/pg/icm/myevangelscape

zipcode.icm.net/PD... | Teaching | Missional Library M... | iGoogle | Options - Basics | Christian Ministry S... | DataFerrett CENSUS | InvestigatingChange | Other bookmarks

My profile | Dashboard | APEPT | Communityscape | Missionscape | Suite | Chat | Administration | Search | Go | Log out

Mission

- Being Missional
- Evangelscope
- Cultural Bridges
- Cultural Barriers
- Cultural Themes
- Shared Places
- Shared Projects
- Shared Media
- Shared Times
- Motivescape
- Needscape
- Specialscape
- Notes & Sources

My Evangelscape

The Spiritual Topo... Zip Code.


Search ZIP Code

My Primary Zip

Zip: #47720 (Prim...)

City: Evansville

State: IN



Unreached Status 66.08% estimate of Zip Code #47720

estimate of the number of households in your zip code that do not consider themselves to be an

corps.icm.net/~icmnet/corps/elgg/pg/icm/myevangelscape#

3:36 PM

REGION TWO

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