

REACHING MICHIGAN WORKSHOP: Creating Missional Strategies

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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 FIVE

CREATING AN AREA MISSIONAL STRATEGY

- **AREA: GREATER DETROIT ASSOCIATION**

- Number of churches: 49
- County: 1 (Wayne)



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

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- AREA: GREATER DETROIT ASSOCIATION
 - 1. Identify Primary & Secondary Social Environments

CITY	CHURCH	ZIP	PRIMARY SE	SECONDARY SE
Ann Arbor	Ann Arbor Chinese	48105	Upscale	Aspiring
Canton	Bethlehem Baptist	48187	Upscale	Aspiring
Southgate	Calvary Baptist	48195	Working	Upscale
Canton	Canton Christian	48187	Upscale	Aspiring
Detroit	Cass Park Baptist	48201	Upscale	Aspiring
Detroit	Champions Church	48224	Aspiring	Urban
Taylor	Community Baptist	48180	Working	Upscale
Redford	Compassion Baptist	48239	Working	Upscale
Dearborn	Cornerstone Christian	48124	Upscale	Working
Dearborn Heights	Dearborn Heights	48125	Working	Upscale
Detroit	Detroit Baptist	48204	Urban	Aspiring

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- AREA: GREATER DETROIT ASSOCIATION

- 1. Identify Primary & Secondary Social Environments

• Upscale	--	15	--	11
• Mainstay	--	0	--	7
• Working	--	16	--	6
• Country	--	0	--	0
• Aspiring	--	6	--	12
• Urban	--	9	--	10



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CREATING MISSIONAL STRATEGY

- AREA: GREAT DETROIT ASSOCIATION CHURCHES
 - 2. Create a Missional Learning Cluster
 - Study the social environment type – Working
 - Blue Collar Ministry
 - Cultural values of blue collar people
 - Cultural practices of blue collar people
 - Spiritual issues that blue collar 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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- AREA: GREATER DETROIT ASSOCIATION CHURCHES
 - 3. Identify Top Lifestyle Segments (or social enclaves)

Zip	Top Lifestyle Segment	2 nd Lifestyle Segment
48105	Young Cosmopolitans	Status-Conscious Consumers
48124	Urban Commuter Families	Steadfast Conservatives
48125	Steadfast Conservatives	Urban Commuter Families
48180	Steadfast Conservatives	Urban Commuter Families
48187	Small-Town Success	Dream Weavers
48195	Steadfast Conservatives	Urban Commuter Families
48201	Getting By	Struggling City Centers
48204	Struggling City Centers	Minority Metro Communities
48224	Minority Metro Communities	African American Neighborhoods

CREATING MISSIONAL STRATEGY

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

Lifestyle Enclave	Zipcodes
Minority Metro Communities	48336, 48228, 48225, 48221, 48218, 48213, 48208, 48207, 48203, 48141
Professional Urbanities	48304, 48193, 48170, 48101
African-American Neighborhoods	48228, 48225, 48221, 48220, 48218, 48213, 48207, 48203, 48146, 48141
Young Cosmopolitans	48193, 48185, 48170, 48105
New Generation Activists	48228, 48220, 48210, 48209, 48208, 48203, 48146
Getting By	48223, 48220, 48213, 48207, 48203, 48141
Struggling City Centers	48223, 48221, 48218, 48210, 48209, 48208, 48207, 48203, 48141
Latino Nuevo	48210, 48209
Nuevo Hispanic Families	48210, 48209



See sample
Missional Zipcode
Catalogues

CREATING MISSIONAL STRATEGY

- AREA: GREATER DETROIT 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

- AREA: GREATER DETROIT 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?

CREATING MISSIONAL STRATEGY

- AREA: GREATER DETROIT ASSOCIATION CHURCHES
 - 6. Create Plans to Begin Outreach to Culturally Different
 - **PROFESSIONAL URBANITES**
 - What “bridges” can be created to help us build relationships with Professional Urbanites?
 - 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?

CREATING MISSIONAL STRATEGY

- AREA: GREATER DETROIT ASSOCIATION CHURCHES
 - 7. Evaluate Mission Sites for Potential Church Plants
 - **FIFTY-ONE MISSIONSITE LOCATIONS**
 - Allen Park, Allen Park, Belleville, Canton, Dearborn, Dearborn Heights, Detroit, Garden City, Grosse Pointe, Hamtramck, Highland Park, Inkster, Lincoln Park, Livonia, Plymouth, Redford, Southgate, Taylor, Trenton, Westland.

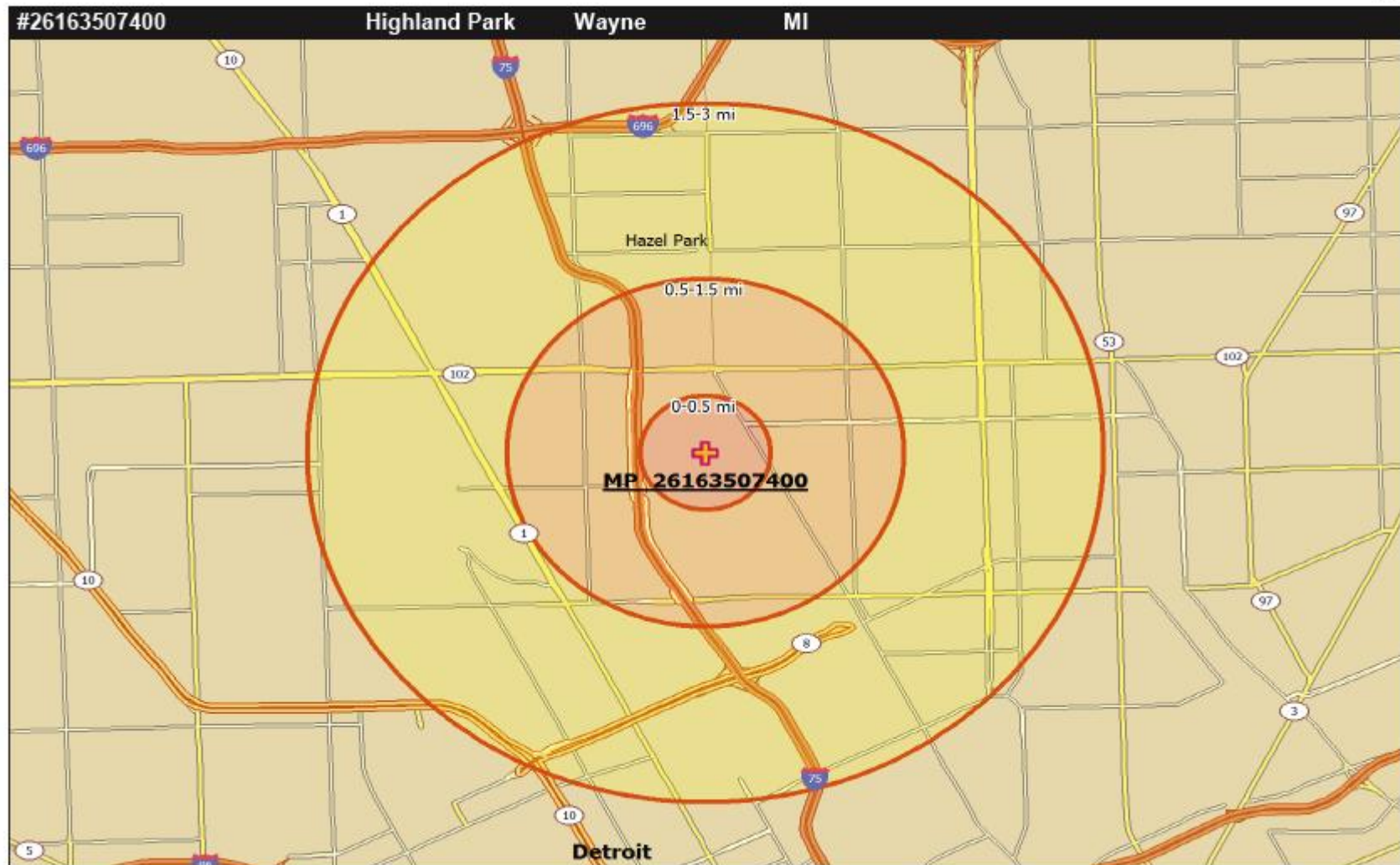


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1. Take a look at the MissionPoint Report
--GREATER DETROIT Region
BSCM-mp-GREATER DETROITAssoc.pdf **PG 2**
2. Take a look at the MissionSite DIGESTS
-- 2 formats: RTF and PDF
BSCM-msdigest-GREATER DETROIT-26163507400.rtf
BSCM-msrdpdf-GREATER DETROIT-26163507400.pdf



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Mission Point: Highland Park – pg 2

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1 LOCATION RANK IN REGIONAL SITESCAPE		3 MILE RING SPIRITUALITY STATUS	
Census Tract	#26163507400	Total Households in 3 mi Ring	54,012
CT Centroid Latitude	42.43659	Active Evangelical HHLDS	6,170
CT Centroid Longitude	-83.08470	Active Evangelical PERCENT	11.42%
City Location	Highland Park	Unreached HHLDS	37,611
County Location	Wayne	Unreached Percent	69.63%
Sitescape Category code	4	Religious but NOT Evang HHLDS	13,140
Sitescape Group code	4.1	Religious but NOT Evang PERCENT	24.33%
Sitescape Category	Cityscape	Spiritual but Not Religious or Evang HHLDS	3,273
Sitescape Group	Small Cities	Spiritual but Not Religious PERCENT	6.06%
Density Assignment	E3	NOT Evangelical NOT Interested HHLDS	22,072
Population Pattern	250000-1000000-1000000	NOT Evangelical NOT Interested PERCENT	40.87%

3 MILE RING COMMUNITY TYPES		3 MILE RING COUNTY TYPES	
Upscale Community	1.13%	Low Education County	False
Mainstay Community	1.56%	Low Employment County	False
Working Community	34.55%	Persistent Poverty County	False
Country Community	1.02%	Population Loss County	True
Aspiring Community	16.23%	Nonmetro Recreation County	False
Urban Community	45.5%	Retirement Destination County	False

3 MILE RING DIVERSITY INDEX (Least 0-Most 100)			
Language Diversity Index	61.41	Racial Diversity Index	71.96
Ancestry Diversity Index	18.52	Diversity Composite Index	45.68
Foreign Born Diversity Index	47.47	Population Density Index	85.17

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

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Mission Point: Highland Park – pg 2

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Location Composition

Category	0-0.5 MI	0.5-1.5 MI	1.5-3 MI
2010 Population	5,808	38,975	105,357
2010 Households	2,053	13,051	38,908
2010 Group Quarters	130	179	3,858

Missionscape: Cultural Bridges

Cultural Bridge	#HHids	%HHids
Home Personal Computer-HH Own	1,264	62%
McDonald's	1,168	57%
Urban Contemporary	1,108	54%
Watching Diet (Health/Weight)-Presently	1,058	52%
Controlling Diet		
Reading Books	949	46%
Heartburn/Indigestion Aids/Anti-Nausea-Use	928	45%
Movies-Genre-Comedy	908	44%

Getting Involved

This mission site is located in the Region Five 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 Evangescope 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.

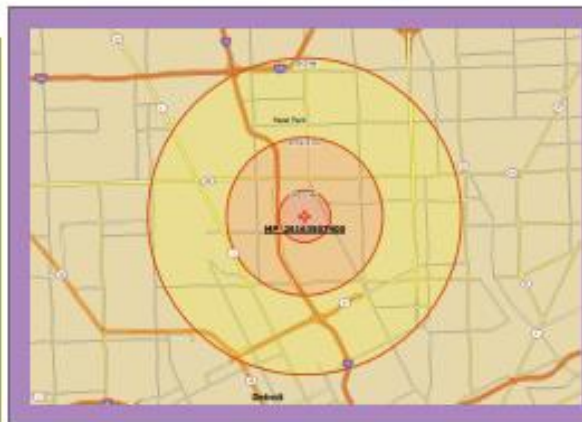
Cultural bridges are those characteristics that could be used to build relationships with people in the lifestyle group. Various activities, interests, or opinions represented among the consumer behavior characteristics of the lifestyle group offer ways for believers to build relationships with people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

Reaching Highland Park, 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	19620 Riopelle St
Zip Code	48203
State Region	Region Five
GIS Latitude	42.438020
GIS Longitude	-83.086520
Sitescape Category	Cityscape
Sitescape Group	Small Cities

In partnership with:



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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: 1,618
Percent: 78.81%



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: 426
Percent: 20.75%



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: 9
Percent: 0.44%

Evangelscape: Spiritual Indicators

SPIRITUALITY INDICATOR	BAND HHLDs	BAND %
Unreached	1,437	69.98%
Religious but NOT Evangelical	614	29.92%
Spiritual but NOT Evangelical	44	2.15%
Non-Evangelical but NOT Interested	852	41.52%

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: 1,322
Percent: 64.39%

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: 426
Percent: 20.75%

Getting By

(76% Unreached)

Getting By stands at the bottom rung of the socioeconomic ladder, a financially challenged cluster of young high school-educated and mainly African-American households where the median income is lowest in the nation. Much of the housing consists of older rowhouses and low-rise apartments worth less than half the national average. Located in dense neighborhoods, these single and single-parent minority households struggle with high unemployment and low paying jobs.



Households: 186
Percent: 9.06%

Churchscape: Religious Indicators

SPIRITUALITY INDICATOR	MI RING	RING %
Active Evangelical HHlds	232	11.29%
Inactive Evangelical HHlds	384	18.73%
# New Ministries/Churches Needed	1	

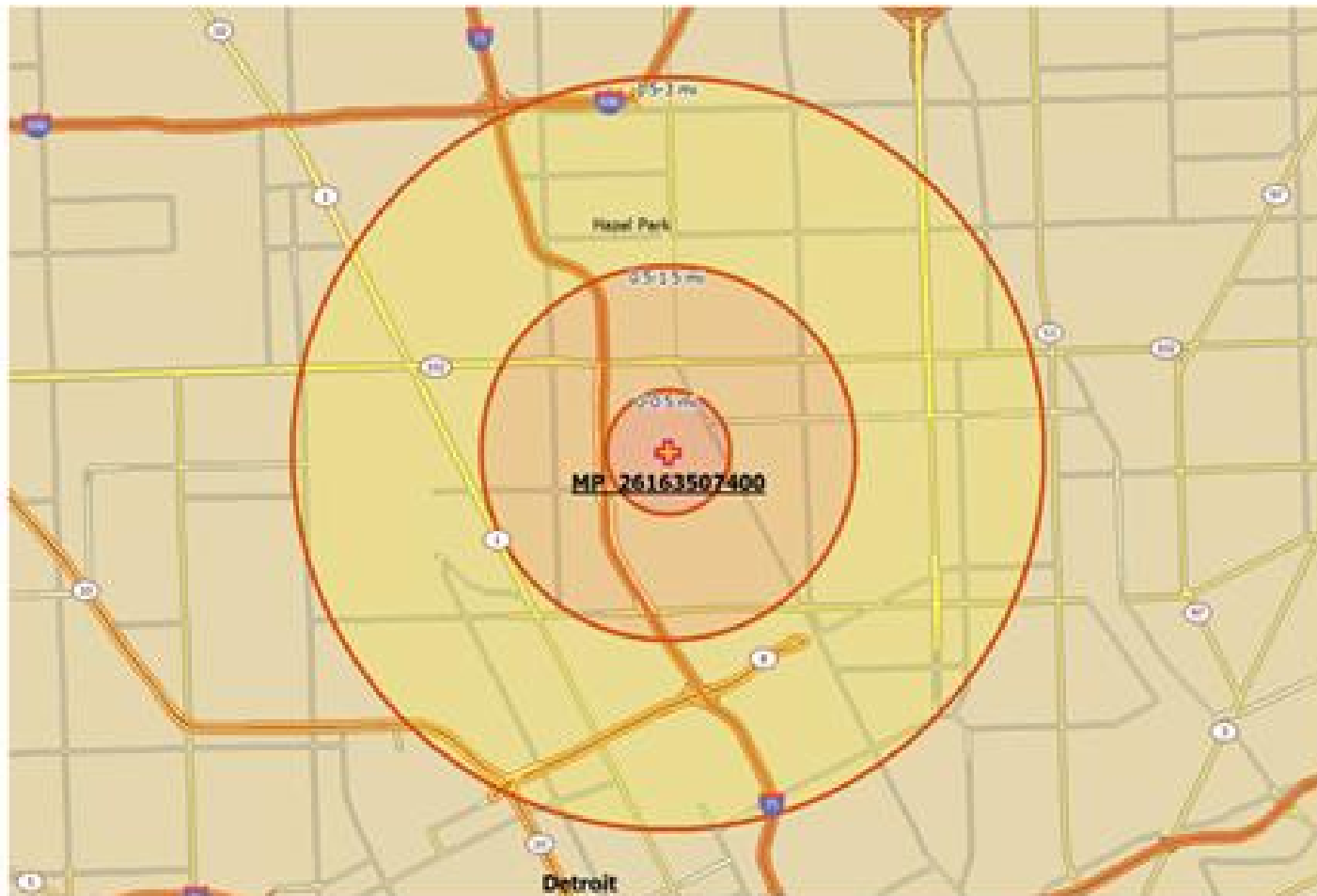
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REACHING HIGHLAND PARK, WAYNE, MI

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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. Acts 10:9-10



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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 page features a navigation bar with a login form containing fields for 'Username' (with the value 'cwatke') and 'Password', along with a 'Remember me' checkbox and a 'Login' button. The main content area is titled 'Missional Corps' and includes a sub-header: 'The Missional Corps A FREE Networking Resource from IICM for registered Christian believers'. Below this, there are three paragraphs of text describing the platform's features, such as user profiles, group creation, and connectivity options. To the right, there are sections for 'The APEPT menu' and 'The Missionscape menu', both providing detailed information about their respective functions. At the bottom of the main content area, there is a 'Newest members' section displaying a row of small profile pictures. The browser's taskbar at the bottom shows various application icons and the system clock indicating 3:35 PM.

[Mission](#)

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

My Evangeloscope
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



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