
St. David's
Episcopal Church

Evangelism: Strategy & Vision
Strategic Plan Update
May 10, 2011

Welcome to St. David's!

*“Wherever you are on your spiritual journey,
you are welcome at St. David’s.”*

Goal Statement

- The goal in evangelism is not to cannibalize members from other churches in the community but to reach the un-found and spiritual homeless. [And those who have left our church for another and are not spiritually fulfilled.]
 - We should begin with this commitment.
 - *“Whatever the Father sent Jesus to do in His physical body, Jesus sends the church to continue doing as His spiritual body.”*
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Key Assumptions in the Process

- “If we aim at nothing, we will hit it every time.”
 - “God calls us to be mission-minded not maintenance-minded.”
 - “There is nothing more powerful than those who hold a vision and mission in common, guided by God.”
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The Process – Phase I

Task	Deadline	Responsible Person	Other
1. DEVELOP AN UNDERSTANDING OF OUR COMMUNITY, CONGREGATION, DIOCESE AND NATIONAL CHURCH	7/12/2011		
a. COMMUNITY ExecutiveInsite™ REPORTS (1- & 3-Mile Radii, 2010-2015)	5/10/2011		
b. ST DAVID'S PARISH PROFILE (1999) Note: CONDUCT UPDATED PARISH PROFILE	7/12/2011		
c. SAN DIEGO DIOCESE PAROCHIAL REPORTS (1999-2009)	5/10/2011		
d. EPISCOPAL CHURCH CENTER FACT (FAITH COMMUNITY TODAY) SURVEY (2010)	6/14/2011		
2. DEVELOP A STRATEGY BASED ON AN UNDERSTANDING OF THE COMMUNITY	9/13/2011		
3. BUILD AN IMAGE IN THE COMMUNITY	12/31/2011		
4. IDENTIFY, TRACK AND ASSIMILATE EVANGELISTIC PROSPECTS	12/31/2011		
a. IDENTIFICATION/PROSPECTING			
b. TRACKING			
c. ASSIMILATION			

The Process – Phase II?

Task	Deadline	Responsible Person	Other
1. CHURCH EVANGELIZER MODELING EVANGELISM.			
2. TRAINING MEMBERS AND NEWLY CONVERTED PROSPECTS IN EVANGELISM.			

From Vision to Objectives



Our Vision



Our Mission

*“The mission of St. David’s Episcopal Church is...
to fully and joyfully welcome all, without distinction,
to share in the beauty and the challenges of God’s
creation,
to develop meaningful and spiritual lives,
to guide and cherish our children as they grow in
faith,
and to know, (God through Jesus Christ)
worship, (God through Jesus Christ)
and serve God through Jesus Christ
as a living Christian community in the world.”*

Version: Aug 10, 2010

Strategies, Goals, Tactics & Objectives

Strategies produce **goals**, which have **tactics**, and one or more **objectives**

- ❑ Strategies are the direction we're headed
 - ❑ Goals are what we want to accomplish once we get there
 - ❑ Tactics are the "how" of achieving the goal
 - ❑ Objectives the "what", and are specific, measurable, attainable, relevant, and time-limited
 - ❑ Many goals, tactics and objectives have **milestones**
 - ❑ Milestones help us to know when we've achieved the goal, tactic, or objective
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Studying Our Congregation & Community

Community ExecutiveInsite™ Reports

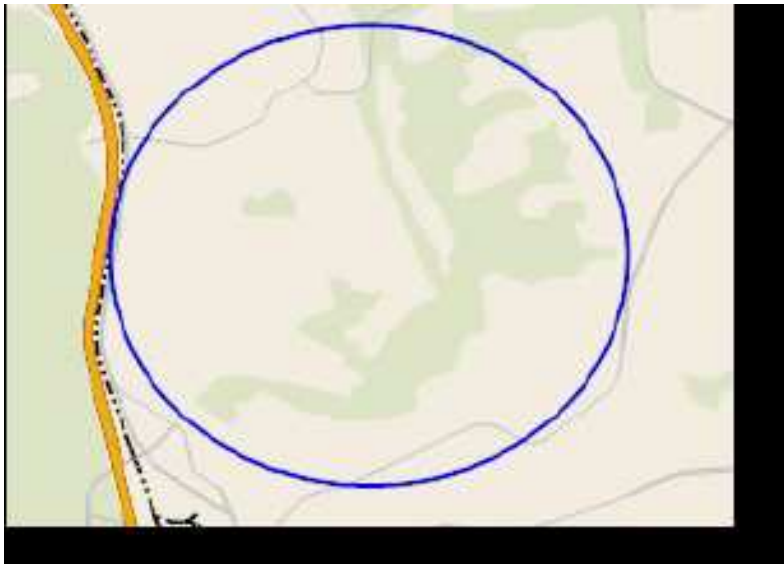
In order to know who we are, and where we are going, we need to examine where we are and where we have been.

Social and Demographic Characteristics of our Local Community.

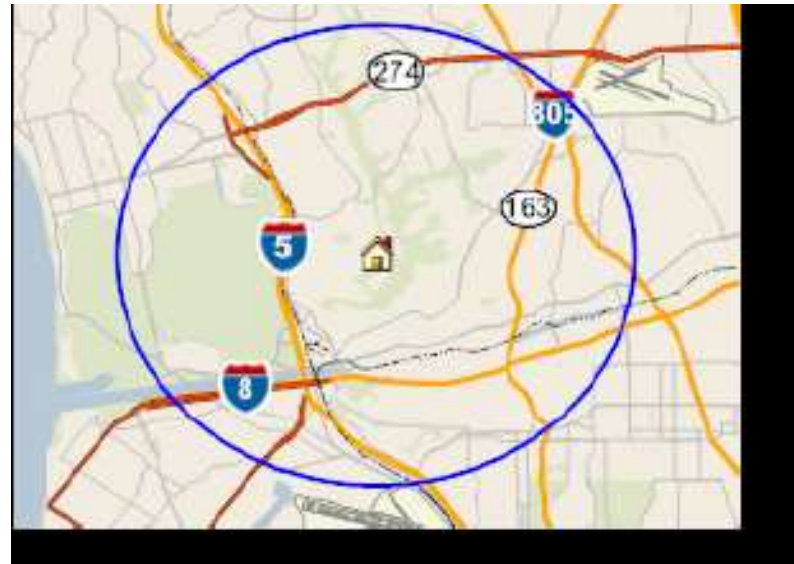
- ❑ Sheds light on the people to which we hope to minister.
 - ❑ Community demographic profile will give us a demographic overview of our area within a one-mile (predominantly 92110) and three-mile radius (predominantly 92110, 92111 & 92117) of St Davids. Base state=California; current year estimate=2010 and five-year projection=2015.
 - ❑ Purpose is to tell the “demographic story” of our local community.
 - ❑ Includes 12 “Insites” into our “demographic story.”
 - ❑ Includes both demographic, and beliefs and practices data.
 - ❑ Source: Prepared for Episcopal Church Center via US Census Bureau (2000 Census w/ estimates), Synergos Technologies, Experian and DecisionInsite/MissionInsite data, and includes five-year projections.
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Social & Demographic Characteristics: Local Community

THE STUDY AREAS



√ Predominantly
92110



Predominantly
92110, 92111 & 92117

Social & Demographic Characteristics: Local Community

THE 12 INSITES

Insite #1: Population, Household Trends

Insite #2: Racial/Ethnic Trends

Insite #3: Age Trends

Insite #4: School Aged Children Trends

Insite #5: Household Income Trends

Insite #6: Households and Children Trends

Insite #7: Marital Status Trends

Insite #8: Adult Educational Attainment

Insite #9: Employment and Occupations

Insite #10: Mosaic Household Types

Insite #11: Charitable Giving Practices

Insite #12: Religious Practices

Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #1: POPULATION AND HOUSEHOLD TRENDS

- **The population within the study area is growing somewhat slower than the statewide growth rate. While the study area is projected to grow by 2.3% to 19,400 in the next five years, the state is projected to grow by 6.3%. The study area's estimated average change rate is 0.5% (2000 to 2015).**
 - **Family households are growing as fast as the population suggesting that the increasing population per household is from additional children! In the study area, family households are projected to grow by 2.5% to 4,300 in the next five years.**
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Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #2: RACIAL-ETHNIC TRENDS

The percentage of the population within the study area...

- **Asian (Non-Hisp) is projected to grow by 2.8% to 13.6% over the next five years.**
 - **White (Non-Hisp) is projected to decline by -14.8% to 48.4% over the next five years.**
 - Black/African American (Non-Hisp) is projected to remain about the same at 3.0% over the next five years.
 - **Hispanic or Latino is projected to grow by 12.3% to 32.1% over the next five years.**
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Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #3: AGE TRENDS: Average Age

Summary of **Average Age** Findings...

- The Average Age Trend shows both history and projection of the change in average age in the study area.
 - The average age of the study area has been rising for several years. It is projected to rise 0.9% from 38.5 to 38.8 over the next five years.
 - The state's average age is estimated to be about the same as the study area over the next five years (rise 3.1% from 37.1 to 38.2).
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Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #3: AGE TRENDS: Phase of Life

Summary of **Phase of Life** Findings (2000 to 2015)...

- Phase of Life changes reflect the age profile of a community. If the percentage of the population under 20 is declining as a percentage of the total it is likely that the community will see an increase in the more senior aged population. And it can reveal a community in transition.
 - **In the study area...**
 - Children 0 to 4 and 5 to 19 years of age and younger are projected to increase by 1.1% and 2.1% respectively as a percentage of the total population.**
 - Ages 20 to 54 segments are projected to decrease ranging by -1.5% to -3.1%.**
 - Adults 55 to 64 years of age to increase by 4.6%.**
 - Adults 65+ is estimated to be about the same.**
 - **In summary it may be that the community is experiencing some growth of children of school age!**
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Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #4: SCHOOL AGED CHILDREN TRENDS

Summary of School Aged Children Findings (2010 to 2015)...

- **Children are the future!**
 - **Early Elementary children ages 5 to 9 are projected to increase as a percentage of children between 5 and 18 by 5.9% to 40.7%.**
 - **High School aged children 15 to 18 are declining as a percentage of children between 5 and 18 by -4.8% to 27.0%.**
 - **Late Elementary to Middle School aged children ages 10 to 14 are declining as a percentage of children between 5 and 18 by -1.1% to 32.4%.**
 - **Overall, kids are aging through but there is some evidence of a resurgence of children in the younger years!**
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Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #5: HOUSEHOLD AND FAMILY INCOME TRENDS

AVERAGE HOUSEHOLD INCOME AND PER CAPITA INCOME (2010 to 2015)...

- In this study area, the estimated current year average household income is \$81,022 and is projected to grow by 13.0% to \$91,534.
- The estimated per capita income for the current year is \$30,441 and is projected to grow by 11.7%.
- **The number of households with annual incomes above \$75,000 is projected to grow over the next five years. For the current year, it is estimated that 39.9% of all households incomes exceed \$75,000 per year. In five years that number is projected to be 48.1%.**

FAMILY HOUSEHOLD INCOME (2010 to 2015; sub-set of HH Income, and more likely w/ children)...

- **The number of families with annual incomes above \$100,000 is projected to grow over the next five years. For the current year, it is estimated that 31.3% of all family incomes exceed \$100,000 per year. In five years that number is projected to be 37.6%.**
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Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #6: HOUSEHOLDS AND CHILDREN TRENDS

- **Of the households with children under 18, married couple households are projected to increase as a percentage from 70.2% to 70.6% while single parent households are projected to decrease from 29.7% to 29.3% (2000 to 2015).**
 - The study area's married couple households with children are similar to the state's profile.
 - The percentage of single parent households with children is about the same as the state.
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Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #7: MARITAL STATUS TRENDS

MARITAL STATUS BY TYPE...

- **In this community, the current year estimate of marital status reveals a community of adults less likely to be married (41.0%) than the state average for adults (significant!).**
- The percentage single, never married (34.3%) in the study area is higher than the state average for adults 15 years and older.
- Divorce (10.1%) is more prevalent than the state wide average. Same for Separated (8.1%) and Widowed (6.5%).

MARITAL STATUS BY FEMALE AND MALE...

- Who is more likely to be unmarried, women or men in this community?
 - Women 15 years and older are less likely to be single, never married than men.
 - Women 15 years and older are more likely to be divorced than men.
 - Women 15 years and older are more likely to be widowed than men.
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Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #8: ADULT EDUCATIONAL ATTAINMENT

- The educational attainment level of adults has declined over the past few years. It is projected to decline over the next five years by -0.5%.
- **The overall educational attainment of the adults in this community is greater than the state.**

Lesser than State

Less than 9th Grade	8.1% vs. 11.9%
Some High School, No diploma	10.0% vs. 12.0%

Greater than State

Associate Degree	8.1% vs. 7.1%
Bachelor's Degree	20.0% vs. 16.5%
Graduate or Professional school degree	12.6% vs. 9.1%

Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #9: POPULATION BY EMPLOYMENT

EMPLOYED POPULATION: BLUE COLLAR OR WHITE COLLAR...

- This study area is close to the state average for White Collar workers.
- It is is close to the state average for Blue Collar workers.

EMPLOYED CIVILIAN POPULATION BY OCCUPATION...

Well below the state average

Construction	7.0% vs. 8.5%
Farming, Fishing, & Forestry	0.1% vs. 1.3%
Production Transportation	8.3% vs. 12.6%

Well above the state average

Bldg Maintenance & Cleaning	4.0% vs. 3.5%
Food Preparation Serving	6.8% vs. 4.3%
Personal Care	4.0% vs. 3.0%
Prof specialty	25.2% vs. 21.5%

Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #10: MOSAIC HOUSEHOLD TYPES

Mosaic is a geo-demographic segmentation system developed by and for Marketers by Experian. Instead of looking at individual demographic variables, a Segmentation system clusters households into groups with multiple common characteristics (over 600 variables = 12 groups/60 types).

Demographic variables that generally cluster together would include income, Educational levels, presence of children and occupations among others.

Well below the state average

J02 LATINO NUEVO	0.9% vs. 6.9%
B01 STATUS-CONSCIOUS CONSUMERS	0.8% vs. 3.0%
B04 SOLID SUBURBAN LIFE	0.1% vs. 3.3%
H04 ASPIRING HISPANIA	0.0% vs. 0.0%

Well above the state average

C01 SECOND CITY HOMEBODIES	22.1% vs. 4.0%
E01 ETHNIC URBAN MIX	18.8% vs. 1.9%
E03 PROFESSIONAL URBANITES	12.7% vs. 3.9%
F04 URBAN GRIT	8.6% vs. 3.8%
L02 MAJOR UNIVERSITY TOWNS	7.6% vs. 0.2%
A04 UPSCALE SUBURBANITES	7.3% vs. 3.7%
D01 NUEVO HISPANIC FAMILIES	5.6% vs. 4.5%
H01 YOUNG COSMOPOLITANS	5.4% vs. 4.0%
D04 SMALL-CITY ENDEAVORS	2.5% vs. 0.9%

Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #10: MOSAIC HOUSEHOLD TYPES

C01 SECOND CITY HOMEBODIES

22.1% vs. 4.0%

Financially conservative, dual working, middle-aged couples and families living in small, satellite cities along the East and West Coasts.

Demographics

Most likely to be found in a variety of small, satellite cities along both coasts such as Virginia Beach, VA, Ft. Lauderdale, FL, and Portland, OR. Second City Homebodies inhabit a prosperous world where middle-aged couples and families lead flourishing lifestyles. Most of the households are well educated, with an almost an even split between college graduates and those who have completed only some college. Many have achieved well paying, white-collar jobs in retail, real estate, education and public administration. With above-average numbers of both whites and Asians, these Baby Boomers have settled into established homes built around 1975. Regardless of the background, the households in this segment typically need two wage earners to meet the needs of their upscale lifestyles.

Lifestyles

Mature and financially secure, members of Second City Homebodies like to relax at home but also enjoy leisurely and outdoor activities. They like to visit museums, attend concerts and dance performances, and prefer to travel abroad for vacations. When it comes to the outdoors and sports, they have an inclination for camping, backpacking, bicycling, golf and tennis. At the supermarket, they stock up on fat-free products, sparkling water and fresh fish. They're the kind of consumers who like to be first on the block to buy new tech gadgets at stores like Best Buy, P.C. Richard and Circuit City. However, they're more likely to go to smaller specialty retailers for the designer fashions they prefer. Financially conservative, they save their money for college and retirements plans, investing in a variety of stocks, corporate bonds and mutual funds.

Media

The residents of Second City Homebodies are eclectic media consumers, demonstrating above-average rates for reading newspapers, watching TV, listening to the radio and going online. Their favorite TV shows tend to be comedy, sports and arts programs on cable channels like ESPN, HBO, Showtime and Bravo. On network TV, they regularly watch "Scrubs," "Will & Grace" and "Seinfeld"—no matter if they are re-runs. Their intellectual interests are wide-ranging as seen in their fondness for newspaper sections that cover science, travel and entertainment. They like to go online to keep up with the latest trends in fashion and technology. Among their favorite Internet activities include surfing newspaper websites, gathering shopping information and listening to online radio stations that play contemporary hits.

Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #11: CHARITABLE GIVING PRACTICES

Summary of Charitable Contribution Findings...

Overall, it is estimated that households in this study area are about the same as the state average in their contributions to charities.

CHARITABLE CONTRIBUTIONS LAST YR: \$200 OR MORE...

Somewhat Below or Well Below the state average

Social Services/Welfare-\$200 Or More	5.8%	Somewhat below
Other-\$200 Or More	4.9%	Somewhat below
Public Radio-\$200 Or More	0.8%	Somewhat below
Health-\$200 Or More	2.4%	Somewhat below
Public Television-\$200 Or More	0.5%	Well below

Well Above or Somewhat Above the state average

Political Organization-\$200 Or More	2.2%	Well above
Environmental-\$200 Or More	1.6%	Well above
Private Foundation-\$200 Or More	3.9%	Somewhat above
Religious-\$200 Or More	23.3%	Somewhat above

Social & Demographic Characteristics: Local Community

KEY INSITES & LEARNINGS

INSITE #12: RELIGIOUS PRACTICES

Summary of Religious Practices Findings...

Religious practices differ greatly. For some people, the practice of religion is very important. For others less so. While the US continues to be a very religious country, the diversity of practice and beliefs continues to increase.

**Though there are differences by each specific practice, taken together it is estimated that people in this study area are somewhat below the state average in religious practices.
O-P-P-O-R-T-U-N-I-T-Y!**

ADULT RELIGIOUS PRACTICES...

Somewhat Below the state average

Enjoy Watching Religious TV Programs	14.9%	Somewhat below
My Faith Is Really Important To Me	15.5%	Somewhat below

About Average for the state

Conservative Evangelical Christian	36.8%	About average
Important to Attend Religious Services	21.0%	About average
Consider Myself A Spiritual Person	45.6%	About average

Well Below or Well Above the state average

None

Questions?
