✝ InFormation
RENEWING PARISHES

News for Pastoral Planners and Those Making the Plan a Reality!

Please visit our web page and print as many copies as you need. Also view and print past issues of the InFormation *Thanks-Ed.*
http://archphila.org/pastplan/INDEX/InFormationindex.html

Planning for the Future of our Church is Essential!

In our continuing pastoral planning activities, we have embarked on a 3 stage process that was begun in January, 2011 looking at the Pastoral letter "Called to Conversion and Holiness" in which the three priorities of Mass attendance, Confession and Vocations were considered by parish planning committees (normally comprised of parish pastoral council members and other selected interested individuals.) This was considered **The first phase or stage one** to be completed in the spring

We now embark on the next phase (Fall, 2011):
Stage 2 -
In Depth Evaluation of Parish Life,
The *In Depth Evaluation of Parish Life,* is a checklist to assist in reviewing the life and activities of the parish in relation to the mission of the Church in Philadelphia. This evaluation will be divided into seven areas of concentration:
  -A Worshiping Parish - Prayer and Sacramental Life
  -A Welcoming and Caring Parish - Family & Community
  -A Witnessing and Proclaiming Parish - Invitation & Evangelization
  -An Educational and Formational Parish - Initiation & Faith Formation
  -A Parish Responsive to Others - Pastoral Outreach & Service for
    Justice
  -An Effectively Administered Parish -Leadership & Care of Facilities,
    Personnel & Finances
  -A Gifted Parish, Living Responsibly -- Stewardship Formation & Practice

Each section allows the parish to look at itself in light of its mission; assess the external conditions which affect the parish; establish priorities for 3-5 years; and propose actions, timelines and responsibilities based on the 7 characteristics listed above. It is important that the entire parish be aware that this process is taking place and to pray for its success. It will be necessary for the pastor and the council to urge the gifted of the parish to answer the call, to become involved in this most important process please note that there is help available as we work toward a renewal of our parishes and the Archdiocese.

The Office for Research and Planning has been training facilitators in this planning and study process.
       If you need assistance or have any questions Please contact
The Office of Research and Planning on 215-587-3545
       E-mail orp@adphila.org

PRAYER FOR A MEETING

F.Y.I.

A prayer before going to a meeting

A Prayer of John Henry Cardinal Newman

God has created me to do Him some definite service. He has committed some work to me which He has not committed to another. I have my mission, I may never know it in this life, but I shall be told it in the next.

I am a link in a chain, a bond of connection between persons. He has not created me for naught. I shall do good - I shall be an angel of peace, a preacher of truth in my own place while not intending it, if I do but keep his commandments.

Therefore I will trust Him. Whatever I am, I can never be thrown away. If I am in sickness, my sickness may serve Him; in perplexity, my perplexity may serve Him; if I am in sorrow, my sorrow may serve Him.

He does nothing in vain. He knows what He is about; He may take away my friends. He may throw me among strangers. He may make me feel desolate, make my spirits sink, hide my future from me - still He knows what He is about!
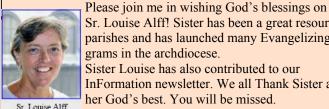
Amen

FROM THE BOOKSHELF

By Marti Harrington
Coordinator, Parish Pastoral Councils, Archdiocese of Philadelphia

You might recognize Marti and her byline (from the Bookshelf) I would like to thank Marti for her good work with Parish Pastoral councils. She has contributed to the InFormation newsletter and has worked many hours with training Facilitators. Marti is a resource person herself and will continue to help us as a facilitator. Please join me in wishing Marti all of God's best and a well done, as she leaves the roll of Coordinator, Parish Pastoral Councils.

Ron Lill Editor

Please join me in wishing God's blessings on Sr. Louise Alff! Sister has been a great resource to our parishes and has launched many Evangelizing programs in the archdiocese.
Sister Louise has also contributed to our InFormation newsletter. We all Thank Sister and wish her God's best. You will be missed.

Ron Lill Editor

Sr. Louise Alff

The Philadelphia Archdiocesan Office for Research and Planning is among the 13% of online Americans on Twitter. Get all our latest research and numbers by following http://twitter.com/PhillyCatholic

Follow Us On Twitter

Trivia Box

How Many Parishioners are in an average Parish in the Philadelphia Archdiocese

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ADDITIONAL COPIES OF THE INFORMATION ARE AVAILABLE AT:

http://www.archphila.org/pastplan/INDEX/InFormationindex.html

Note:
You can print as many copies as you need. But remember to save the trees!

Has your parish or pastoral planning area entered into a planning Process?
Do you need a professional Facilitator?
The office of Research and Planning maintains a list of trained and experienced Resource people.
Contact us at: *The Archdiocese of Philadelphia*
222 n. 17th Street Rm.216
Phila. Pa 19103
Phone *215-587-3545*   **E-mail orp@adphila.org**

Ron Lill, editor

Tweeting teens
leave old-School Email Behind

Text me. Tweet me. Poke me on Facebook. But forget Gmail. As Millennials grow more connected via social networks and cellphones, old-school email is rapidly losing ground.

•In 2010, time spent on computer-based email plummeted 48% among 12- to 17-year-olds, according to a comScore survey (*New York Times*, 21 December 2010).

•Email usage also dipped 10% or more for every age group under 55, as older siblings and 'rents discovered the joys of Facebook.

•The silver-haired lining for Hotmail? Great grands emailed in record numbers in 2010, with usage spiking 17% for the 65-and-over set.

WHAT THIS MEANS FOR THE PARISH

• With the whole world in the palm of their hand, kids have scant use for dinosaur desktops. Sure, they could use their phones to log on to email, but why bother? It's so much faster to tweet a group of friends or just reach out and poke someone. Parishes, especially youth ministers, DRE's and school leaders need to be comfortable in communicating this way with this age group.

Don't cry for Gmail just yet. Most poke-happy tweeters will eventually migrate to the workplace, where formal email remains the communication mode of choice. Parishes need to use this form of communication with parents and young adults in the workplace.

To read more http://bit.ly/fRQF5a

Note the Archdiocese has developed a child protection policy for social networks

go to: http://archphila.org/protection/pdf/AddendumtoStandards.pdf

The Mexican-American Boom:
Births Overtake Immigration

Jul 14, 2011

Births have overtaken immigration as the main driver of the dynamic growth in the U.S. Hispanic population. This new trend is especially evident among the largest of all Hispanic groups -- Mexican-Americans, according to a new analysis of U.S. Census Bureau data by the Pew Hispanic Center, a project of the Pew Research Center.

In the decade from 2000 to 2010, the Mexican-American population grew by 7.2 million as a result of births and 4.2 million as a result of new immigrant arrivals. This is a change from the previous two decades when the number of new immigrants either matched or exceeded the number of births.

The current surge in births among Mexican-Americans is largely attributable to the immigration wave that has brought more than 10 million immigrants to the United States from Mexico since 1970. Between 2006 and 2010 alone, more than half (53%) of all Mexican-American births were to Mexican immigrant parents. As a group, these immigrants are more likely than U.S.-born Americans to be in their prime child-bearing years. They also have much higher fertility.

Source: Pew Hispanic Center a project of the Pew Research Center

A new web site for sharing

NeighborGoods is built on the model of collaborative consumption that has taken off in thrift-driven times. But this goes beyond saving bucks à la Groupon. This actually introduces you to real live neighbors.

Borrow a wheelbarrow. Lend a bike. Think of NeighborGoods as the Craigslist of lending and sharing sites, the first to go nationwide. It's working to crack the model of building critical mass within neighborhoods (which no one has done yet). Features like an identity-verification system and lending-level privacy (so, for example, only close friends can see that your prized kayak is up for sharing) add a dose of control to the experience.

How can we use this information?

Sharing circles and networks are a way of saving money and building community. Can't get that as a consumer at your local discount store.

Getting to know other parishioners and neighbors may be foreign to Boomers, but Xers and Millennials are known for their more social ways.

http://www.neighborgoods.net/

More immigrants settling in suburbia

WHAT'S HAPPENING

• Data released by the U.S. Census Bureau's American Community Survey shows greater numbers of immigrants settling in small towns and suburbs rather than cities where they typically settled when first immigrating to the U.S.; Los Angeles, for example, showed very little immigrant growth over the last ten years (NYTimes.com, 14 December 2010).

• Immigrant populations rose above 60% in areas where immigrants comprised less than 5% of the population in 2000.

• Latinos accounted for about 4.5 million of the 13.3 million new residents in the suburbs between 2005 and 2009; African Americans accounted for 2.5 million; and Asian Americans 2 million.

What's drawing immigrants to the suburbs? Jobs in industries such as construction and food.

WHAT THIS MEANS TO PARISHES

• Suburban parishes need to be attentive to the new populations in their area and reach out to them. Parishes with bilingual staff and who are sensitive to the cultural differences and needs that people new to the U.S. bring will have an advantage

• The fanning out of immigrants across the nation reflects their mobility in the workforce as well. They are in a range of work situations

The data shows the ethnic makeup of a rapidly changing America, and of a young population that is more diverse than that of older generations.

Comparison of US Catholic parishes to those in the Archdiocese of Philadelphia

In just 10 years U.S. Catholic parishes have become considerably bigger and more diverse, the Center for Applied Research in the Apostolate reported as part of a major new study on Catholic parish life.

In 2000, just one-quarter of the nation's parishes had more than 1,200 registered households. By 2010 that had grown to one-third. At the lower end, parishes with fewer than 200 registered households dropped from one-fourth of the nation's total in 2000 to barely more than one in seven a decade later (24 percent to 15 percent).

The overall average size of parishes grew 36 percent, from 855 households in 2000 to 1,167 in 2010.

In the Archdiocese of Philadelphia 149 of 266 parishes (56%) have more than 1200 households and only 5 parishes(2%) have less than 200 households. One of these small parishes is also a campus parish with a large transient student population that is not normally counted in the number of registered households. The average size of parishes in Philadelphia is 1,518 households .

Center for Applied Research in the Apostolate which is based at Georgetown University in Washington, reported its findings in the winter issue of its quarterly newsletter, of The Center for Applied Research in the Apostolate (CARA) Report.

Mary Gautier, editor of The Center for Applied Research in the Apostolate, (CARA) said the average size of a U.S. Catholic household is the same as the national average, 2.6 persons per household. So a parish of 1, 167 registered households would have about 3,000 registered members.

In the Archdiocese of Philadelphia the average reported registered population is 4,610 creating an average household size of 2.8, slightly larger than the national average. Registered population ranges from 18,666 to 149.

Pennsylvania's school age population declined

According to the **2010 Census Summary File 1** for Pennsylvania just recently released.2010 Census Summary File 1 release.

The school age populatio n (children age 5 to 18) declined over the past 10 y ears, shrinking al most 5 percent fro m 2,367,358 in 2000 t o 2, 251,781 in 2010. The infa nt and toddler grou p (under age 3) increased ju st 1.0 percent dur-ing the decade and the preschool popul ation (age 3 and 4) declined by nearly 1.0 percent.

The Archdiocesan website contains st atistics deriv ed fro m the 2010 Census questionnaire for parishes and Pastoral Planning Are as. Reports include changes in the Hispanic origin, race. The share of the population that is Catholic and the age of the pop ulation. This information can be found in Census Reports #1, #2, and #3 on the parish pages of the archdiocesan web s ites and on the pastoral planning pages Click on :

http://archphila.org/pastplan/INDEX/MandR_index.html

Trivia Box

There are 4,610 Parishioners in an average Parish in the Philadelphia Archdiocese

Our New Front Door !   "Parish Web Sites"

Communicate Church Vision

The twenty to thirty something's tell us that, Web sites function like a "front door" for organizations. According to Lynne M. Baab Alban publishing, She notes that this generation surfs the Internet continuously, both during the work day and during leisure hours, and that they would almost never visit a church or other organization without first checking out its Web site. Whether or not we can speak for an entire generation, organizational Web sites are certainly proliferating. More churches are establishing Web sites and more congregational leaders are realizing how helpful, even strategic, Web sites can be.

Reaching All Audiences

Parish Web sites have three audiences, two of them primary and one of them less prominent. One audience is parish members. Often they come to the Web site for information. What time is that missionary speaking tonight, and where? They also visit the Web site to download the sermon in audio, video, or written form. Keeping the Web site updated with factual information and recent sermons is key for this audience.

A second audience is potential visitors. Is the time of the Mass posted on the homepage? Is there a link to directions to the church? Is basic information about the church presented-both verbally and visually-so that a visitor would have some sense of the parish mission? Are there links to information specifically for newcomers, or general information about the church that newcomers would value?

A third audience parish Web sites might consider addressing is people from other churches who are looking for resources. Perhaps someone visits a parish on vacation, enjoys the homily, and comes back to the parish's Web site each week to read or listen to the pastor's homily. Or perhaps a children's religious educator is looking for new ideas, so scans other churches' Web sites to see how they are serving children. A worldwide network of connections is facilitated by the existence of parish Web sites, a fascinating new manifestation of the body of Christ and unity with the larger church.

Some Tips for Making the Most Out of Your Parish Website

When designing your Web Site:
- Beginning in upper left use Photos of people not buildings istockphoto.com or clip art are sources of photos. Your digital camera is a real good source.
- Illustrate ministries, captions, no canned photos
- Meaningful menu labels, subject oriented, not time sensitive
- Underline links in text Friendly to folks with disabilities, e.g. pod cast prayers – reader of selected text
- Multi lingual? Language conversion utility – Google
- Normally no music background, or if needed you can use-http://www.stockmusicsite.com
- Don't make it an online brochure, use media characteristics
- Don't advertise
- Include Church calendar, bulletins, podcasts, e giving
- Include key scripture quotes, homilies
- Essentials for home page
  - Visitor friendly
  - Easy to find
  - Age related
  - Mission Statement
- Directory referral traffic is higher than social networks (YELP)? http://www.yelp.com/philadelphia

Submit your URL to a search engine, e.g. Google, Alta vista, etc.
- Search engine optimization (SEO) is about how to get your site on top 5 listings.
- Pay SEO Company http://www.seop.com/
- Tech savvy volunteers creates web site
- Content with key words of interest
- Use meaningful themes
http://www.olmctempe.com/ – example of well designed parish web site

Placing email addresses on photos rather than underneath will avoid spider crawls (used to harvest email for other purposes.)

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http://twitter.com/phillycatholic