



Catholic Leadership
INSTITUTE

Welcome Parish Leaders!

Called for More

DMI *Webinar #2* – UNDERSTANDING THE DATA –



IGNITING
OUR PARISHES



EMBOLDENING
OUR CLERGY



FORGING
OUR FUTURE



Prayer for Leaders

We pray that you will create among us Catholic leaders, individuals made in your image who will apply your teachings in their lives and positively impact our families, our workplaces, our communities, and our Church.

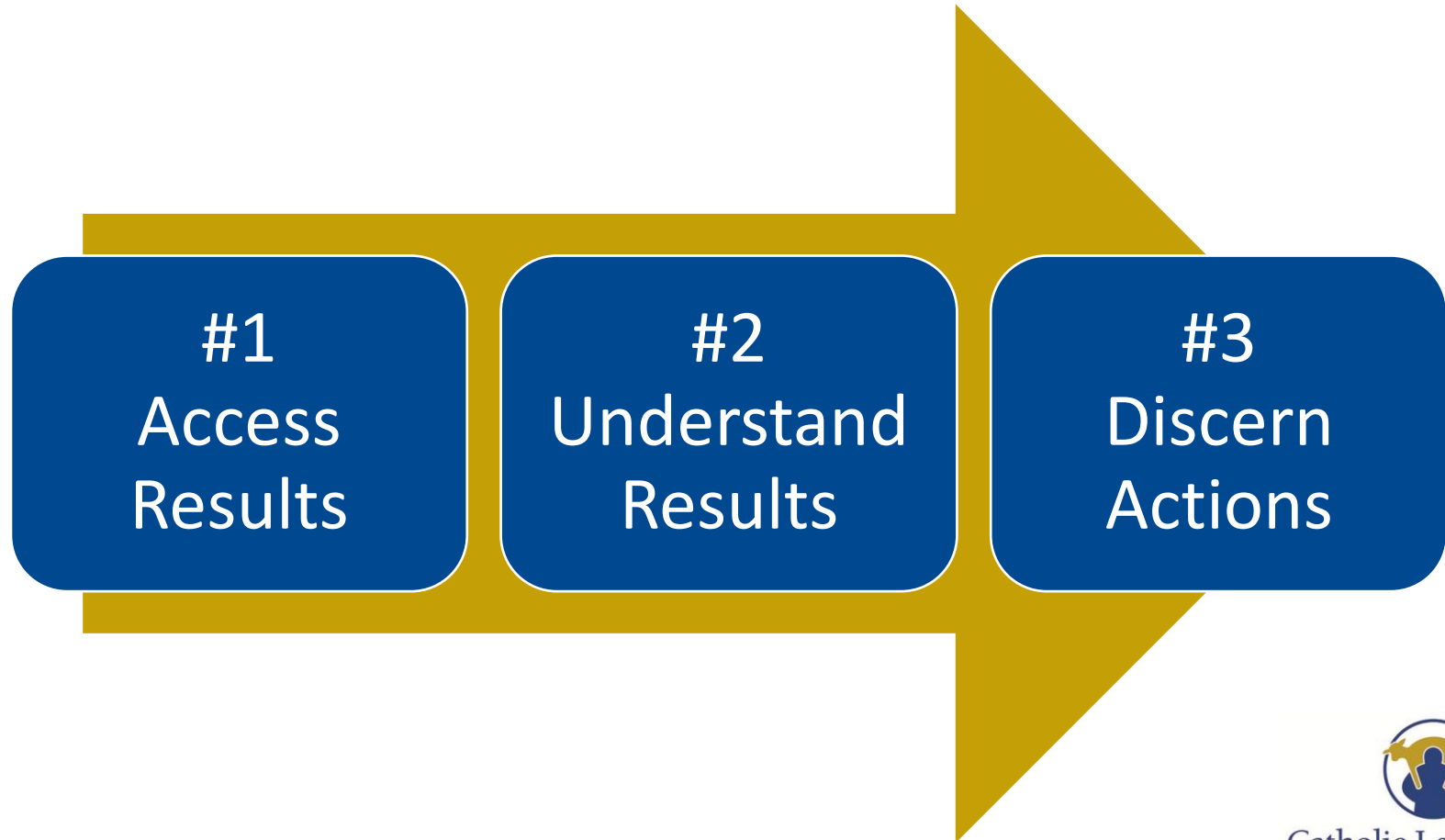
Help us to inspire those with whom we come in contact to share their God-given talents, to do your will, and to find a place in your kingdom where their deepest joys and the world's deepest hungers meet and cry for their special qualities and abilities.

Make us leaders, Lord, leaders with strength and courage to follow you. Leaders who make your love visible to the world in all of our words and actions. Through Jesus Christ Our Lord, Amen.

Objectives for this Session

1. Brief review of Session #1
2. Review the Catholic Journey “National Narrative” and the Key Drivers.
3. Demonstrate how to go deeper into the data.
4. Demonstrate how to identify priorities based on strengths and opportunities.

This DMI Webinar Series



Disciple Maker | Index



89%
report going to
Mass weekly

67%
in their parish
for 10 years+

1,000,000+
Responses

91
Dioceses

91%
over age 35

19
Languages

WHAT IT IS

- ✓ **95**-question survey instrument
- ✓ Developed in **2014** by CLI
- ✓ **1,000,000+** responses
- ✓ **Individual Spiritual Growth**
- ✓ **Engagement with the Parish**

Identifying Strengths & Opportunities



Key Drivers

When you reviewed your Key Drivers Report:

- What strengths were you able to identify?
- What opportunities?

A compelling survey question

Parishioners self-identified in one of four stages on the Catholic Journey:



The Catholic Journey Data is one way to begin to reflect and consider areas of growth. “How can we move them along the journey?”

A compelling survey question

Parishioners self-identified in one of 4 stages:

Stage 1: I consider myself Catholic, though faith is not a significant part of my life.

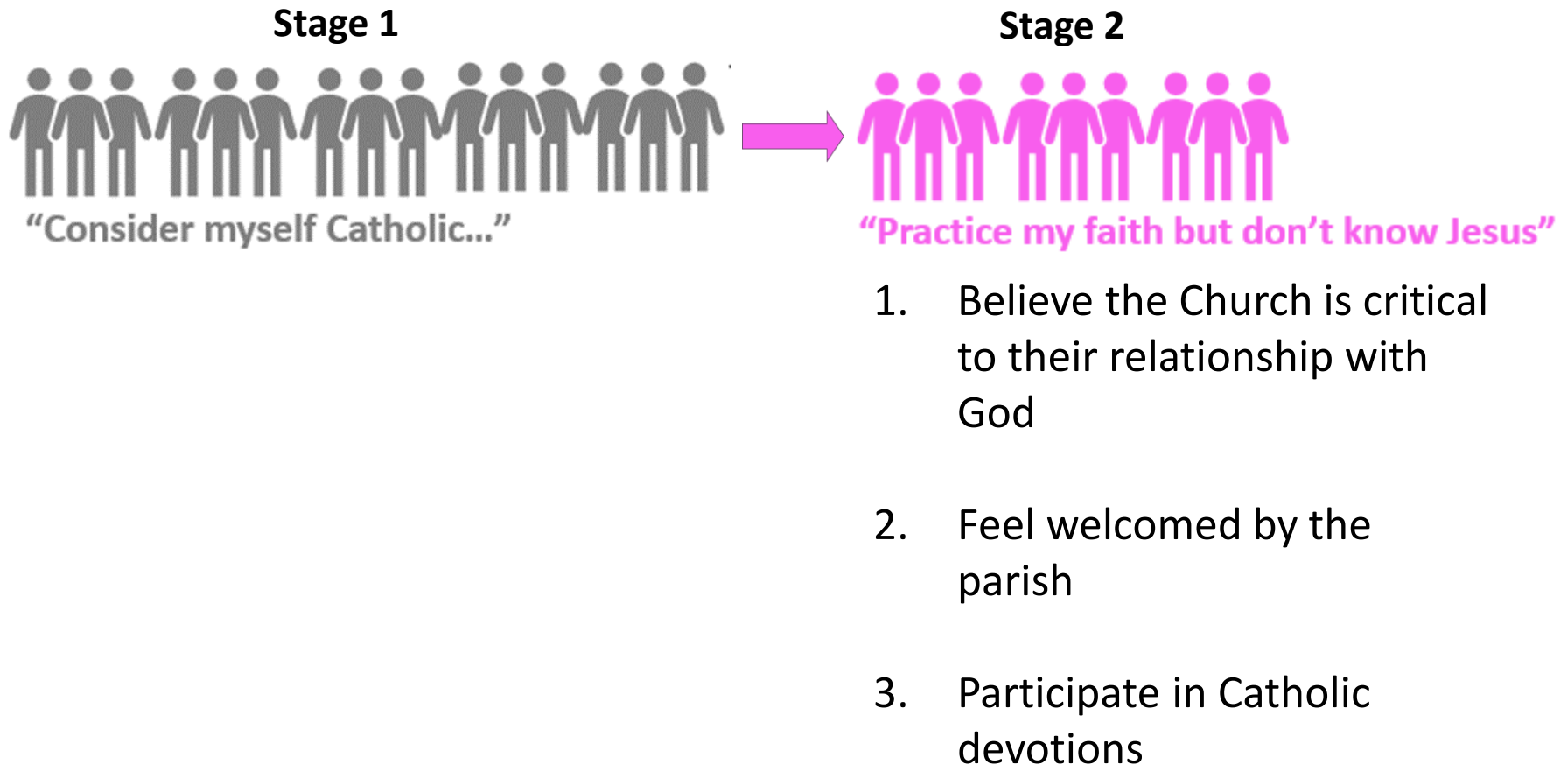
Stage 2: I practice my Catholic faith, but do not know Jesus personally like a friend.

Stage 3: I have personally encountered Jesus Christ and am growing as a disciple.

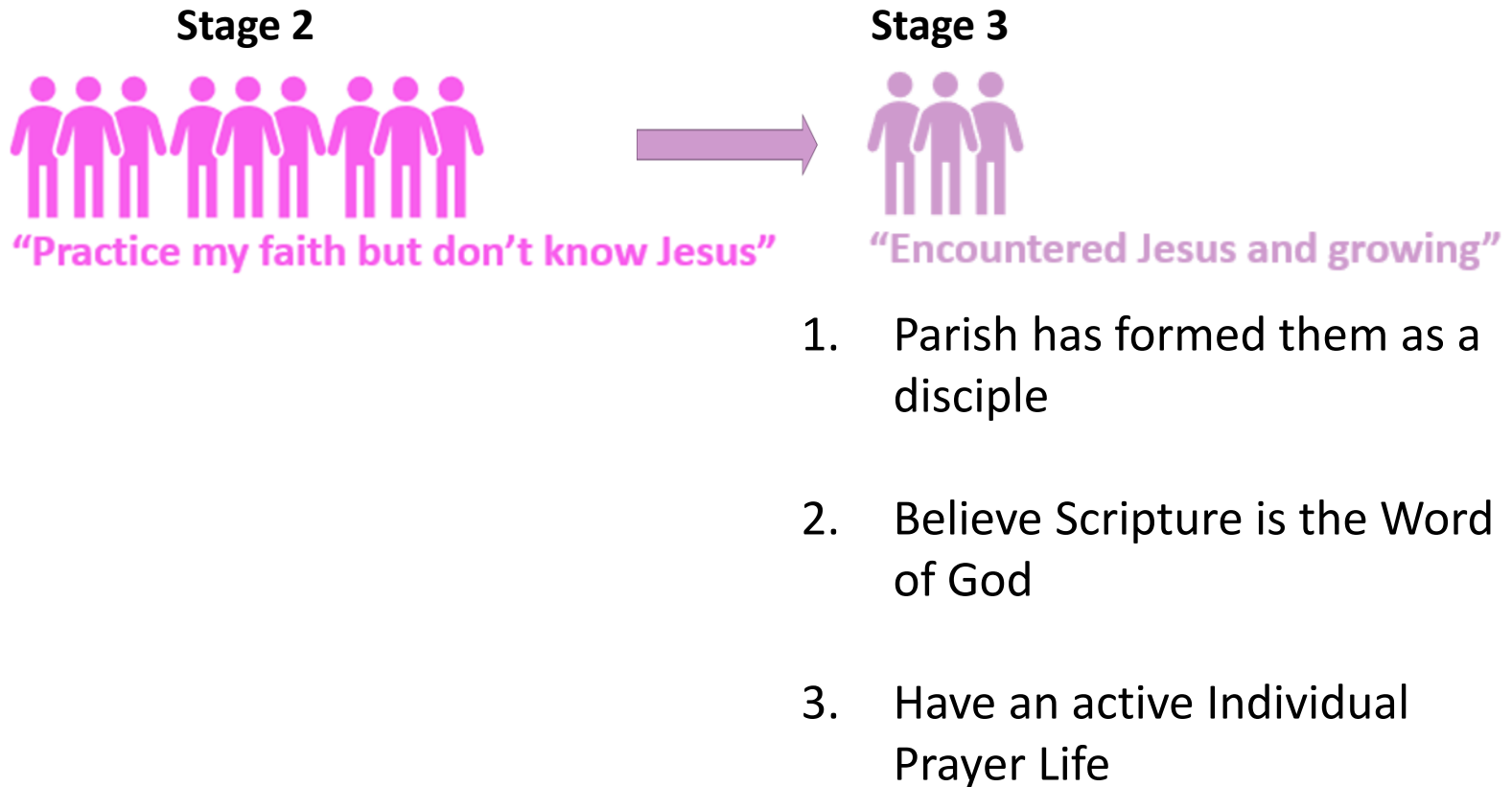
Stage 4: My relationship with Jesus Christ is the most important relationship in my life.

The national data was analyzed to determine what is different between stages.

What makes the difference?



What makes the difference?



What makes the difference?

Stage 3



“Encountered Jesus and growing”

Stage 4



“Jesus is the most important”

1. Participation in Reconciliation more frequently
2. Believe in the Teaching Authority of the Church
3. Believe Scripture is the Word of God

Moving them along the Journey

The Catholic Journey Data is one way to begin to reflect and consider areas of growth. “How can we move them along the journey?”



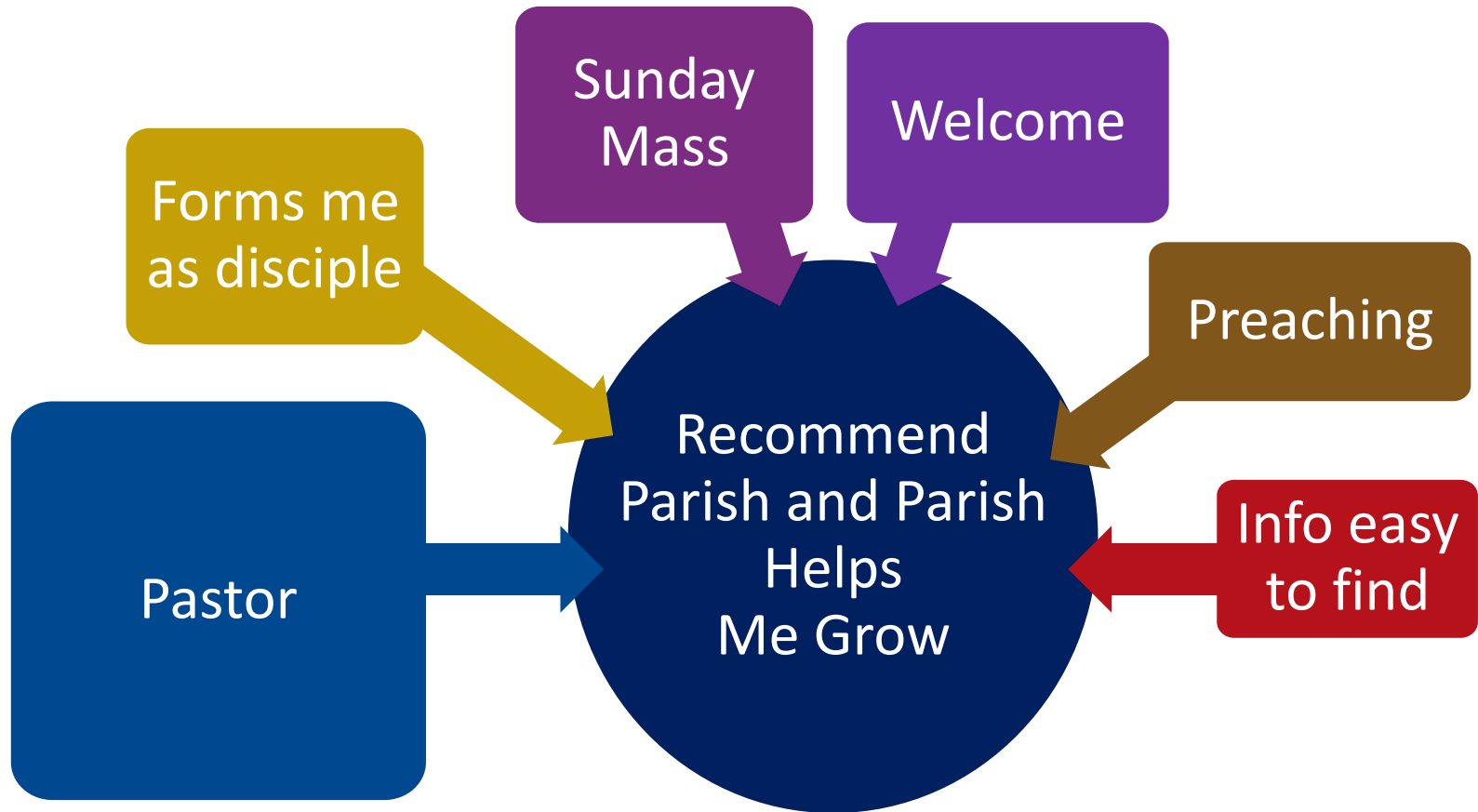
Q: How else can the DMI data focus your support of parishioners on this critical Catholic journey?

A: Consider 3 key outcomes and related key drivers.

3 Key DMI Outcome Questions

1. I would recommend my parish to a friend.
2. My parish helps me grow spiritually as a Catholic.
3. I shared my personal witness story with another person.

Drivers for Growth



Factors that Impact Sharing Witness



Identifying Focus Areas

USING DATA TO DISCERN WHERE TO FOCUS



One Way to Approach the Data



Step 1

The Catholic Journey

- How is your community dispersed throughout the 4 stages?
- What stages have the most respondents? What stages have the least?



Step 2

3 Key Outcome Questions and Drivers

What areas can you focus on that will:

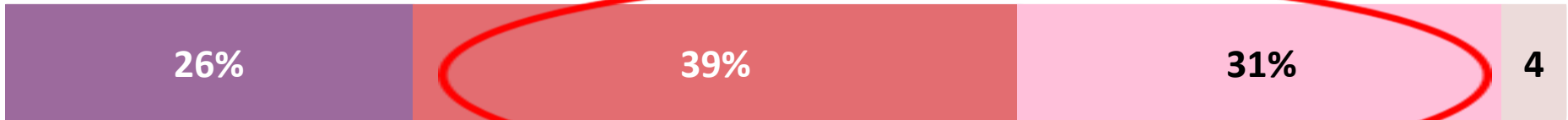
- Increase the “strongly agrees” on those outcome questions and related drivers?
- Shift movement on the Catholic Journey?



– EXAMPLE –

A parish in the Diocese of Richmond, VA

The Catholic Journey



Legend

- 26%** My relationship with Jesus Christ is the most important relationship in my life.
- 39%** I have personally encountered Jesus Christ and am growing as a disciple.
- 31%** I practice my Catholic faith, but do know Jesus personally like a friend.
- 4%** I consider myself Catholic, though faith is not a significant part of my life.

What opportunities are you noticing?
Put your responses in the Q/A

What drives a parishioner to recommend their parish to a friend and to indicate the parish is helping them grow spiritually?

Recommend Pastor

81%

16%

22

Welcoming



50%

37%

8

1

4

Growth via Preaching

73%

22%

2

2

Growth via Mass

67%

27%

3

12

God's Work in my life



36%

48%

13%

2

11

Growth via forming as a disciple



31%

46%

18%

2

2

Information availability

65%

29%

3

4

Outcomes Questions and Key Drivers

What opportunities are you noticing?

How might these opportunities affect someone moving onto the next stage of the Catholic Journey?

Possible Prioritized Areas of Growth

Key Outcome Questions:

Recommending their parish to a friend and the parish is helping them grow spiritually.

Considered increasing the “strongly agrees” on drivers:

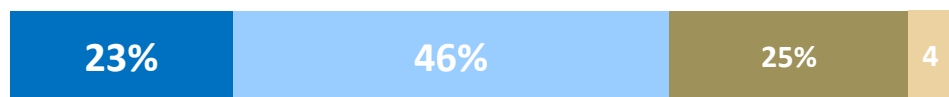
- 50% Parish is welcoming.
- 36% Parish helps me recognize God’s work in my life.
- 31% Parish forms me as a disciple of Jesus.

What Drives a parishioner to share their witness story?

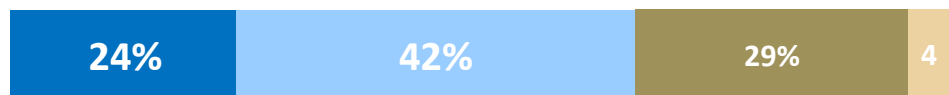
Sharing
personal story ✓



Confidence
in Church
teachings ✓

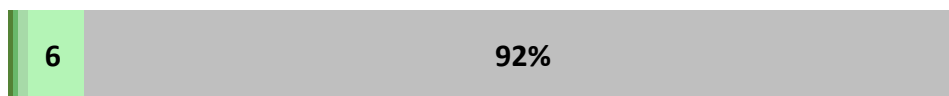


Sharing the
story of Jesus ✓



top 3 lowest % of monthly or more often results

Invited man
to priesthood



Attending
Retreat



Invited
another to
religious life



Key Drivers: What drives
a parishioner to share a
personal witness story?

Possible Prioritized Areas of Growth

Strengths and Opportunity Report

Considered increasing the strongly agrees:

17% Equipped to share personal witness story

23% Confidence in the Church teachings

24% Equipped to share the story of Jesus

Bringing Opportunities into Focus

Catholic Journey Concerns:

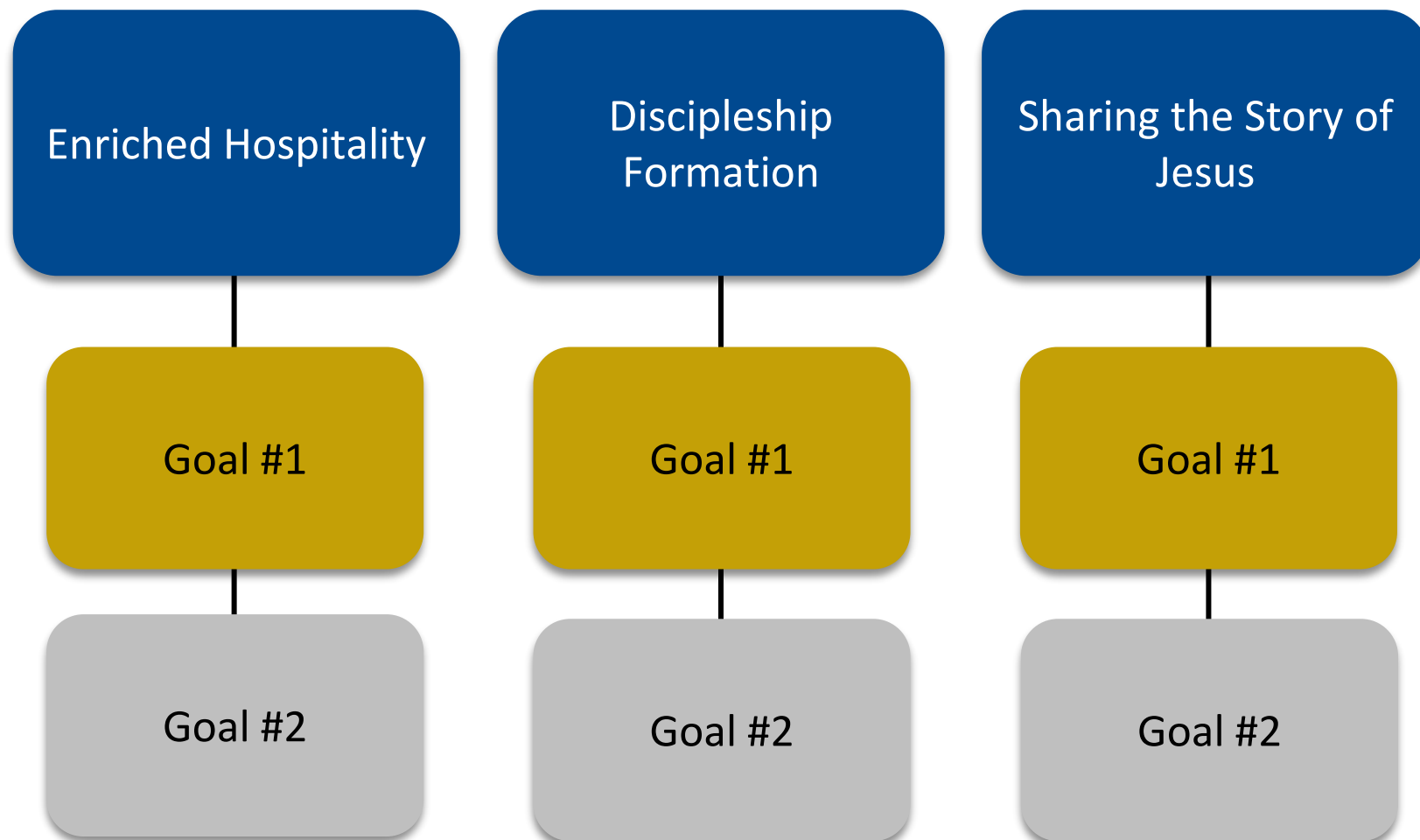
- 39%  I have personally encountered Jesus Christ and am growing as a disciple
- 31%  I practice my Catholic faith, but do not know Jesus personally like a friend

Bringing Opportunities into Focus

Key Drivers – increasing “strongly agrees” on:

- My parish is welcoming
- Parish helps me see God working in my life
- My parish forms me as a disciple
- Confidence in Church teachings
- Parish equips me in sharing my personal story
- Parish equips me in sharing the story of Jesus

Priorities with Aligned Goals



Many Roads, Same Destination



Questions or Other Ideas???



Use the **Q/A function** to send questions

Next Steps

- If you haven't created a team to work on DMI for your parish, identify who could be invited to join the team.
- With your PARISH team, identify 3-5 areas of growth where you want to make a difference in your parish based on what you are learning from DMI.
- Come back for Webinar 3 to set goals and action steps:

June 11 – 7:00pm June 16 – 10:00am or 7:00pm



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Thank you!

DMI *Webinar #3 Option*

June 11, June 16



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