

MISSIONINSITE TERMS TO BE FAMILIAR WITH

Term	Definition
Agency Account #	QQBRM (needed to create a new account)
Control Center	On right side of screen
Custom Geography	Can define a custom geographic scan using the custom tools, most commonly the polygon shaped area
Mission Impact Mosaic Application Guide	Written descriptions by group and segment of preferences for leadership, hospitality, worship, outreach, etc.
MOSAIC USA Lifestyle Segmentation	Consumer classification of U.S. by Esperian based on national research
MOSAIC USA E-Handbook	Two-page colorful descriptions of consumer groups & segments
MOSAIC USA Group & Segment Descriptions	Written descriptions of consumer groups and segments
Navigation Bar	On bottom of screen with feature buttons
Opportunity Scan	Enables you to scan a large to small geographic area looking for a specific demographic variable
People Plot	A secure system for local churches to view and identify church members and guests on a map
PeopleView System	Platform used to access all the MI demographic information
Present Geography	Set by the MI System, such as zip codes, school districts, etc. (a.k.a. layers)
Quadrennium Project (Fall 2017)	Survey of 100,000 persons in U.S. & their religious preferences, practices and beliefs
Scan Area	Total geographic area to be scanned, e.g. an entire agency (VAUMC), state, zip code, or custom drawn polygon
Scan Geography	Can use state, counties, zip codes, census tracts, or blockgroups (about 1500 people) (a.k.a. layers)
Tools Bar	On left side of screen including info box icon, zoom in/out icons, shapes icon, etc.
Travel Polygon	Use this tool to create a custom shape for both driving and walking from a specific location that measures distance by miles and time by minutes
User Assistant Screen	Seven square boxes (buttons) used to access essential tools most often used in the PeopleView System