

Dear Charter Client,

March marked MissionInsite's six month milestone. What an exciting journey it has been so far. As of writing, MissionInsite has 31 Charter clients. We are grateful for each of you who, as early adopters, have joined with us in the development of this new set of mission area analysis tools.

We thought it would be appropriate to stop at this point and review the road we have traveled together so far and give you a glimpse of what is on the horizon. But first, let us review with you what it means to us for you to be a Charter client.

Why Charter Clients?

Every new enterprise has its early adopters who see something and want to be a part of it. As Charter clients, you are these kinds of people. And you have been and continue to be critical to the early development of MissionInsite and the MI System. In a short six months, the system has evolved greatly in large measure due to your faithful engagement. Several of you have given us significant feedback that has shaped our development priorities. In some cases, you have indicated that a particular function does not work well for you or your churches as it was originally configured. Most often, you have made requests for functions that were not in the system originally and now are. **This is exactly how we envisioned the Charter relationship working. You are helping us design the MI System.** We started with a solid platform allowing users to do their own custom demographic analysis. But your input has assisted us in refining the system so that it is increasingly more user friendly and functional. Thank you!

What have we accomplished?

During the first six months there have been significant development enhancements. Many of them you now enjoy. Some are transparent to you, but have been important to the performance of the system. Let us review a few of them.

- **Demographic report tabs:** Before MissionInsite was launched, the demographic reports were found on a LONG drop down list. But to make navigation easier for MissionInsite clients, we created the thematic tabs: People, Households, etc.
- **Zipcode Search:** Added the "Zipcode Quick Search" function, allowing users to type in a zip code on the map interface page and go immediately to the desired zip code.
- **Church User Registration:** Created the Church User registration interface.
- **Radius Selection:** Added the ability to create radii on the fly as an additional custom geography.
- **Display Churches by Default:** Set the system to display agency churches by default. Previously, users had to "turn them on."
- **Always Display Churches:** Set the system default to always display the churches no matter the level of zoom. Previously, they switched on only after reaching a certain zoom level.

- **Build Your Own Tabular Reports:** Added the ability to build your own custom report by selecting all variables desired and then generating the report data tables accordingly.
- **Build Your Own Graph Reports:** Added the ability to do the same with the charts.
- **Printable PDF Reports:** Added the ability to produce a custom report (per above) and then generate a printable PDF report that includes a map showing the geographic area of analysis
- **QuickInsite Report:** Added the QuickInsite report. This report is designed to support those users just looking for some quick information. We still believe doing custom analysis of mission areas using the map interface tools and selecting only the specific information variables desired is the greatest innovative addition of the MI System. But some users just want a quick report.
- **User Geocode Address:** Added the ability to geocode an address on the fly. A user can now type an address into the interface and immediately be taken to it—assuming it is a valid address.
- **Seamless Inter State Demographic Queries:** Added the ability to seamlessly cross state lines to do demographic analysis. Several client agencies' boundaries are not contained by a single state. But the MI System was designed to work state by state. To meet this need, the programmers rebuilt the spatial query engine to allow a user (if access granted) to move across state lines or even draw custom polygons that cross state lines.
- **Thematic Maps Rebuilt:** Based upon feedback from multiple users in both the church world and school district world, we rebuilt thematic maps, making them easier to read. Different color palettes were added, some of the underlying geographic features were turned off, allowing purer colors.
- **Thematic Map by Multiple Geographic Levels:** Users now have the ability to select the level of geography for mapping. Originally the system was set up to automatically map at a blockgroup level. With the rebuild, users can map at blockgroup, census tract, county and state levels.
- **Agency Admin User Interface:** Added the ability for agencies to designate a person as an agency administrative user. This person can now edit agency and church information. Additional, the admin user can add or edit users and set which churches have rights to Congregant Plot.
- **Registered User Report:** While technically part of the Agency Admin User interface, this report is important to lift up. An agency can now view a report that tells which churches and who from those churches have registered as users. They can also see how many times a user has logged in and the last time that login happened.
- **New System Servers:** Higher demand has required additional system hardware. Two additional system servers have been added since September. The most recent one to go into service is twice as powerful as the two that were already in service. This will no doubt be an ongoing need.

What is coming?

- **Greater Street Detail Sooner:** Currently the system has thresholds that determine when street detail displays on the map. We will be enhancing the system to improve the thresholds at which greater street data displays in the near future.
- **Greater City and Street Labeling/Shields:** City and street labels and/or shields will be upgraded in the near future, increasing the user's navigational ability.

- **Opportunity Scan:** We will soon add a powerful new feature for agency users that will allow them to scan a defined geographic area for specific variables. The output will be a ranked table of locations based upon some user defined ranking choices, including population, comparative index with the state or percentage change. Additionally, the map interface will create a thematic map showing high to low presence of the variable based upon the ranking choice. This feature will allow users to scan large areas for ministry opportunities such as specific racial or ethnic groups, single family households with children...or any other variable in the system.
- **System Optimization:** While mostly transparent to the user, we will also embark upon a major system optimization project over the next few months. To insure that system performance stays ahead of demand as we increase users, the engineers will spend a fair amount of time over the next few months working through the core system code to optimize performance and make sure that system stability can not be compromised. This is an important and necessary task when building a sophisticated software system.

Continue Client Input

You can see from this extensive list that your input as a Charter client is very important. We would ask you to continue to provide us your input. We are in a partnership with you. The system needs to be continually innovated to meet your needs. You should not have to conform to the way it works. It does take time to integrate some solutions. Regardless of the challenge, at MI we are serious about innovation demonstrated by employing two full time engineers entirely devoted to designing and building the system. Our engineers are charged with following specific design protocols to make sure the system is built utilizing the best design principles. So, we also appreciate your patience as we build the system with you in mind.