



Issue 11—January 13, 2006

## Planning for Service: Congregational Use of SAVI

Welcome to SAVI Connections, the bi-monthly electronic newsletter regarding the SAVI system. SAVI Connections provides news about SAVI, demonstrates various ways in which SAVI can benefit your organization, announces release of new data, showcases new tools, highlights a variety of SAVI users, and broadcasts user support and training options. The Polis staff encourages your ideas and feedback. Please address comments to: [skandris@iupui.edu](mailto:skandris@iupui.edu). View past newsletters at:

<http://www.savi.org/savii/about/news.aspx>

### What's New?

SAVI Interactive has new Data! Check them out at [www.savi.org](http://www.savi.org).

- Vital Statistics (Births and Deaths) (2004)
- Education Data (1980 – 2004)
- Juvenile Charges for Marion County (2000 – 2004)
- 495 More Census Categories
- Updated Human Service Programs
- Updated Schools

#### Special Training for Congregations

- February 17, 2006, 9:00 – 12:00 at Eastern Star Church. Register: <http://www.polis.iupui.edu/tpc/TrainingCourses/1023.aspx?nav=trn>

Second Presbyterian Church is one of the city's oldest and largest congregations. When it began a strategic planning process in 2005, the task force soon raised questions regarding service opportunities in the larger Indianapolis community. Consultants to the planning process suggested SAVI as a way to discover some answers.

One of the first steps was to learn where members lived by using the data upload function of SAVI to plot addresses. The result was revealing—members lived throughout the Indianapolis MSA, with the highest concentrations across northern Marion County and southern Hamilton County. The congregation's community, as measured by its members' residences, was metropolitan in its reach. Comparison with [earlier membership maps](#) confirmed that the church's historical growth patterns had not changed significantly since the previous planning period. When the membership distribution was downloaded into standard GIS software for further analysis, new patterns emerged as population clusters appeared, providing opportunities for the congregation to consider programs at locations other than the church building. Again, SAVI was helpful by identifying what types of human service and educational programs—assets—were present in areas where members lived, thus helping the task force avoid duplicate programming.

The task force also was interested in problems within its more geographically local community. Members valued these mission opportunities and had long seen this type of service as a hallmark of the church. SAVI was helpful here as well. Using the system's rich information, SAVI provided a portrait of the immediate neighborhood that allowed the task force to consider ways it could use congregational resources to address human needs.

Second Presbyterian is only one of a number of local congregations using SAVI in its planning and outreach activities. Eastern Star Church, the city's largest congregation, has used SAVI for several years to identify areas of need that the church could serve. "SAVI has been very

## SAVI People

*David Licht  
Member, Central  
Christian Church*



As a SAVI user since 1998, David knew his downtown Indianapolis congregation could benefit from SAVI in its strategic planning process. He used SAVI in the information gathering phase to identify the surrounding community's need for programs and services, including the congregation's current programs, which include a free clothing program, food program, and thrift shop.

David used SAVI to look at the crime, poverty, race, ethnicity, age, housing stock, and number of singles in the neighborhood and to map the locations of other churches and organizations providing similar services. Although there are several other services in the area, he discovered that a majority of the other services in the area place requirements on recipients of their services (e.g., must be a member of the church that is providing the service, be low income with HIV/Aids, be disabled, live in specific a ZIP code, etc.).

He also found a high density of single adults in the surrounding area, likely because of the large number of apartments around the church. "It was right in front of our faces, but we didn't realize it until we saw it on the map," he noted. There are a high number of adults and low number of children in the community, so children's outreach programs probably will not be a service offered by the congregation. Singles with disabilities and/or low income, on the other hand, will be a high priority.

Licht's advice for other congregations: "It is different for faith-based organizations because we aren't data-driven. But as you are searching for God's call for your organization, the data and numbers will help you stay on track."

David is a Business Systems Consultant at the Indiana Department of Education. He is involved in the church because it gives him a chance to work in areas he isn't able to through his current job; it puts him back in touch with his social services training. He is licensed in social work and has a Masters of Divinity from Christian Theological Seminary.

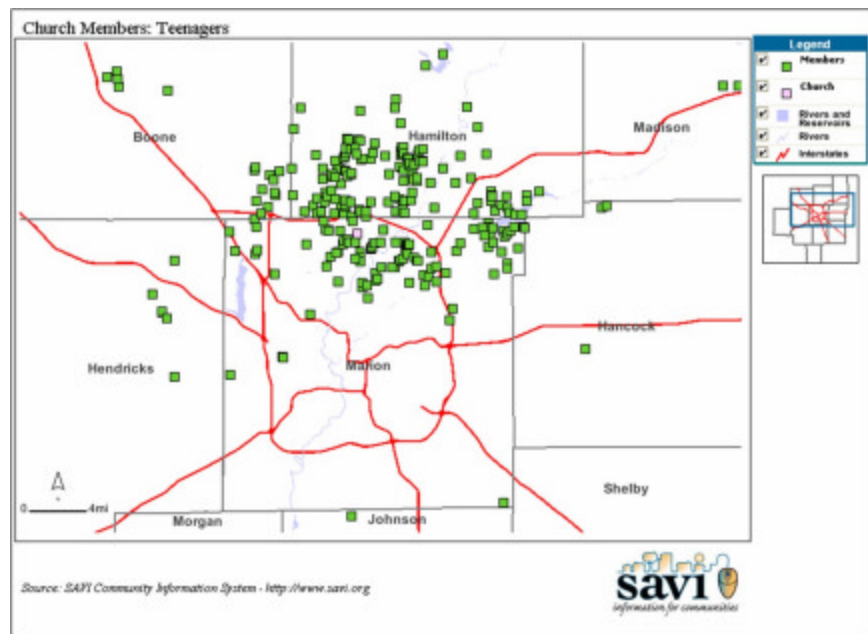
helpful to us in grant applications," notes Kelley Gulley, special projects administrator for Eastern Star. SAVI data also has allowed staff to educate the congregation and Board of Directors about the types of juvenile services the church could provide and why. St. Mark's United Methodist Church in Carmel also used SAVI to locate its members and then combined this information with other data provided by the Indianapolis Center for Congregations as it developed a strategic plan in 2004. Central Christian Church is using SAVI in its current strategic planning process. "SAVI is a good source for what is going on in the neighborhood around the church," explains David Licht, member of the church's planning and outreach committees.

Increasingly congregations are turning to SAVI as they seek to make a difference in the world around them. In addition to learning more about where members live, these churches are benefiting from reliable and comprehensive information about the needs and opportunities in the communities they serve.

If you are interested in how SAVI can serve your congregation, plan to attend a special workshop at Eastern Star Church on February 17 (see announcement below). You also may call Sharon Kandris at 278-2944.

## Mapping Membership: A How-To Guide

One of the easiest and most helpful ways a congregation can use SAVI is to map its members. Often the result is surprising. Even when a church knows its members live far beyond the immediate neighborhood—and a 2000 study by The Polis Center revealed that only one-third of the typical congregation's members live within 3 miles of the church building—few realize the wide geographic extent of its membership.



## SAVI for Congregations Workshop

SAVI is offering a customized workshop for congregations. This course is tailored to teach congregations how to use SAVI to map member locations, identify needs in their service areas, and explore various demographics of their service area. Eastern Star Church will host the workshop, open to all congregations.

The workshop will be held on Friday, February 17 (9:00 a.m. – 12:00 p.m.) at Eastern Star JEWEL Human Services located at 5719 Massachusetts Avenue in Indianapolis.

Please visit the SAVI training website for more information and to register:

<http://www.polis.iupui.edu/tpc/TrainingCourses/1023.aspx?nav=trn>.

To use SAVI to map congregational (or any organizational) members, follow these simple instructions:

1. Go to [www.savi.org](http://www.savi.org).
2. Go to “SAVI Toolkit” on the left navigation menu and choose “Add My Own Data.”
3. Choose the “Addresses” option, read the terms of use, and click “I agree.”
4. Type a title for your group of addresses.
5. If you have an existing file containing your addresses, choose the “Upload Address File” option, and click “Next.” See the [On-line Help](#) file for required file format.
6. Click “Browse,” select your file to upload, and click “Next.” SAVI will report to you which addresses it was able to map.
7. Choose “View My Points on the Map” and click “Continue.”
8. To add other data to your map, click the Data Search Tab along the top of the map.
9. To print your map, click “Printer Friendly Version” located in the upper right corner of the map and follow the directions on the screen.

Detailed instructions are available in the [On-line Help](#) section of SAVI.

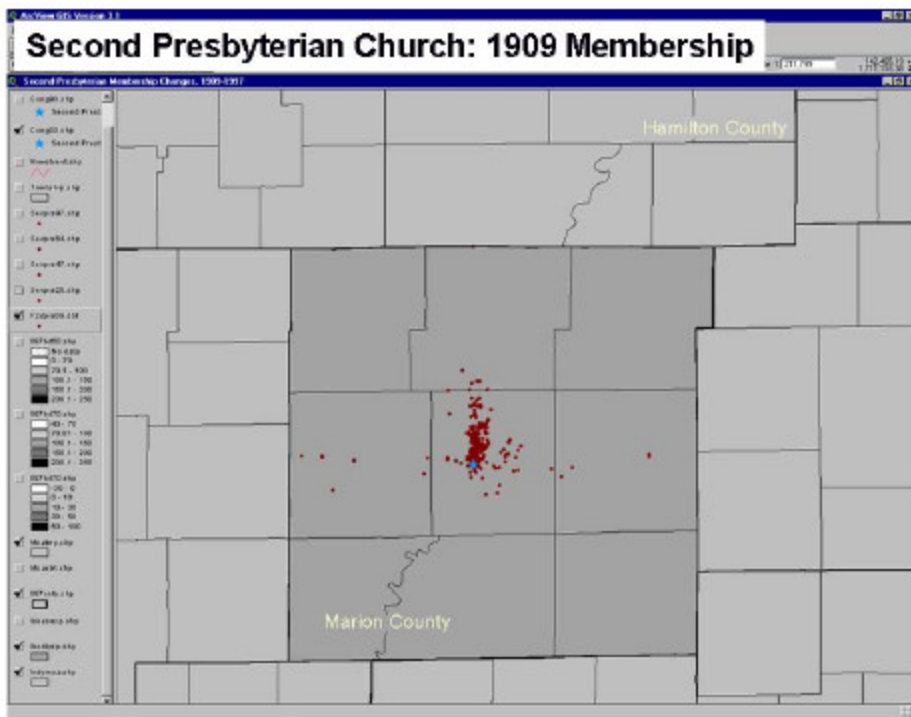


**SAVI is a community information system** administered and maintained by [The Polis Center](#), a unit in the [School of Liberal Arts](#) at IUPUI. SAVI is supported financially by the following organizations: [Nina Mason Pulliam Charitable Trust](#); [Richard M. Fairbanks Foundation, Inc.](#); [Health Foundation of Greater Indianapolis, Inc.](#); [Indianapolis Foundation](#), an affiliate of Central Indiana Community Foundation; [Annie E. Casey Foundation](#); [Lilly Endowment, Inc.](#); [United Way of Central Indiana](#); [City of Indianapolis, Department of Metropolitan Development](#); [Marion County Health and Hospital Corporation](#); [Indiana University-Purdue University at Indianapolis \(IUPUI\)](#).

**For more information about SAVI, please visit the website at [www.savi.org](http://www.savi.org).**

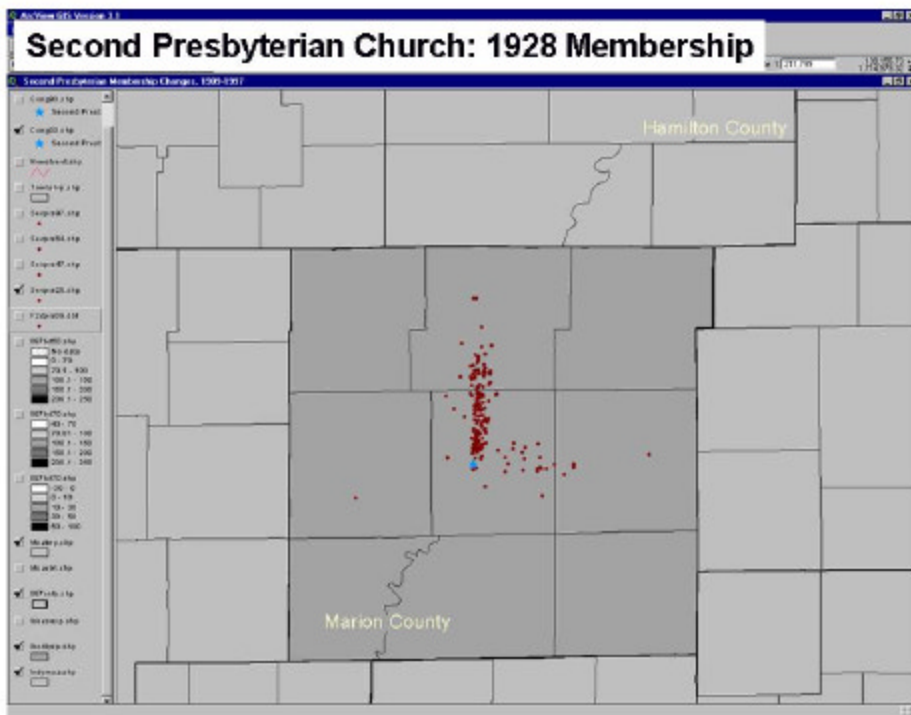
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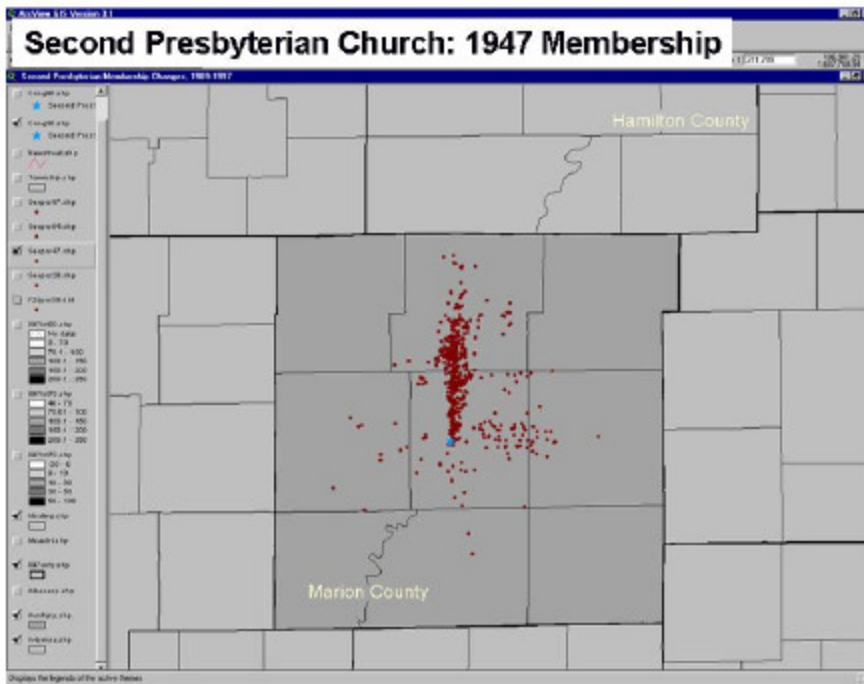


In the early 20th century, Second Presbyterian Church of Indianapolis was one of the city's elite congregations.

In 1909, the church members were mainly concentrated on the city's north side -- where most of the city's elites lived.

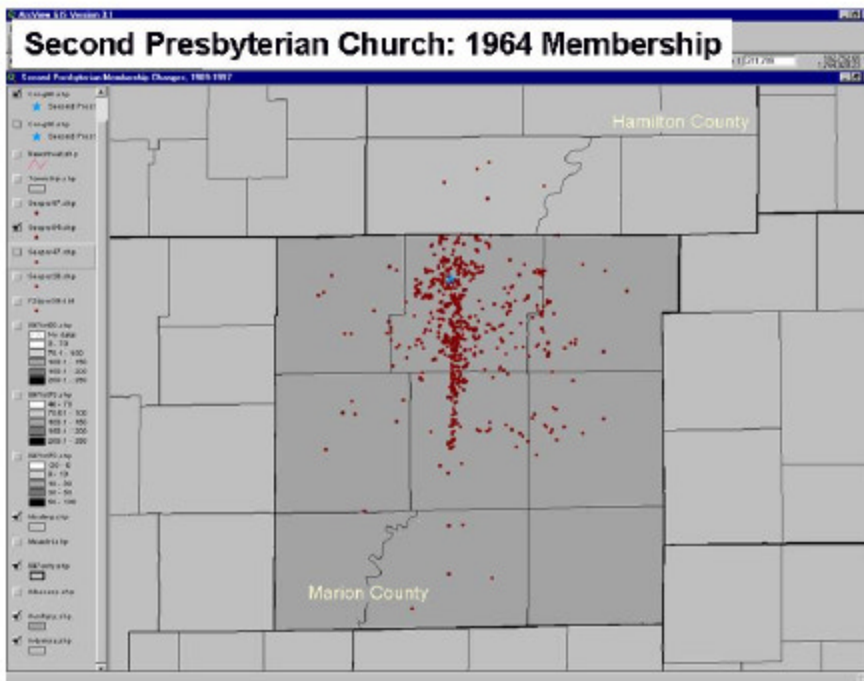


By 1928, Second Presbyterian's membership distribution reflected the northward movement of Indianapolis's middle class and upper-middle class population.



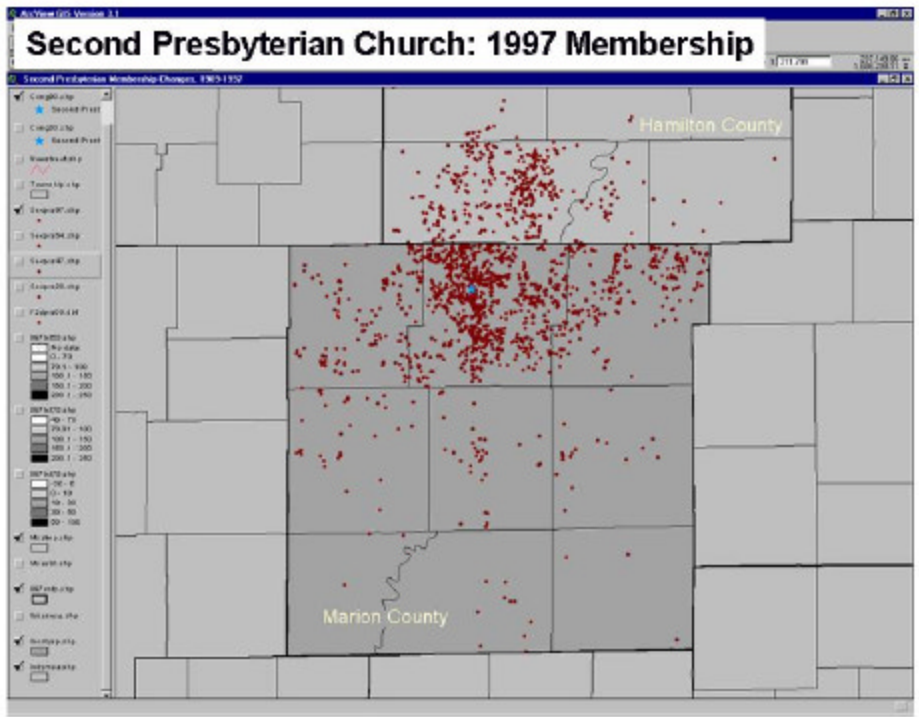
This northward suburban growth continued into the 1940s.

By 1947, half of the 1250 church members lived north of 38th Street in Washington Township.



In 1959, Second Presbyterian relocated from downtown Indianapolis to 77th and Meridian Streets on the far north side.

By 1964, only a small percentage of members remained in the old neighborhood.



By the late 1990s, Second Presbyterian Church drew members from a wide band across the entire north side and from the suburb of Carmel in southern Hamilton County-- areas which remain among the region's wealthiest.