

**EAST JAMAICA CONFERENCE OF SEVENTH-DAY ADVENTISTS  
STRATEGIC PLANNING PROCESS  
2022 - 2026**

The main goal of the Communication Department is to represent the work of Christ and His church in the best possible light through the use of contemporary technologies and other methods of communication.

"Building Bridges of Hope" is the mission statement of the Communication Department.

**DIRECTOR’S STRATEGIC ANALYSIS TEMPLATE**

**I. STEP ONE - Identification of Division & Union Strategic Objectives Specific to your Department**

**A. Table Showing the Corresponding Objectives between the Entities**

	Inter-American Division	Jamaica Union Conference	East Jamaica Conference
Strategic Objective	Evangelism	Evangelism / Spiritual Nurture	Access
Strategic Objective	Service	Health & Family Wellness Community	Care
Strategic Objective	Education	Education	Training
Strategic Objective		Stewardship & Technology	Spirituality & Stewardship

**II. STEP TWO - Identify EJC Departmental Strategic Objectives:**

- **A. Objective # 1 - Mission First** - To transform Communicators into Digital Disciples who with their team members will ultimately account for at least one baptism per year in their church.
- **B. Objective # 2** - To promote, increase awareness and advance the mission of the church in East Jamaica Conference to as many persons as possible.
- **C. Objective # 3** - To offer training to communicators and pastors to make them more effective in for soul wining.
- **D. Objective # 4** - To improve the image / branding of the SDA church to the public across the EJC territory.

- *E. Objective # 5* - To increase the number of churches in our Conference sharing news items and stories with the Conference by at least 25% each year over the next 4 years.
  
- *F. Objective #6* - To increase the number of churches in our Conference who have internet access by 100% over the next 4 years.

**III. STEP THREE** - Situate EJC Departmental strategic objectives within the Wider organizations

	Inter-American Division	Jamaica Union Conference	East Jamaica Conference	Communication Department
Strategic Objective Evangelism	To reach, equip, rescue and retain people for the Kingdom of God	To achieve 47,735 baptisms across JAMU	Access	Mission First - To transform Communicators into Digital Disciples who with their team members will ultimately account for at least one baptism per year in their church.
	To send very short clips of spiritual messages gleaned on Sabbath, through digital and or other mediums, to family members, relatives, friends and others.	Creatively use mass media to advance the gospel		To increase the number of churches in our Conference sharing news items and stories with the Conference by at least 25% each year over the next 4 years.
	To utilize all the possible digital platforms and traditional means to conduct study about Jesus, conduct evangelistic rescue campaigns and influence decisions for the kingdom of heaven.			To increase the number of churches in our Conference who have internet access by 100% over the next 4 years.
		Promote Family Wellness using media	Care	To improve the image / branding of the SDA church to the public across the EJC territory.
		Inform, train and educate members and the wider society of the Church's work and activities	Training	To offer training to communicators and pastors to make them more effective in soul winning and spreading the gospel.
			Spirituality / Stewardship	To promote, increase awareness and advance the mission of the church in East Jamaica Conference.

	Inter-American Division	Jamaica Union Conference	East Jamaica Conference	Communication Department

**IV. Align Objectives with Specific Initiatives/Strategies & Key Performance Indicators (KPIs) through: (a) conversation with your team (b) review of the Plans and Recommendations from Session relevant to your department (c)**

Objectives	Initiatives/Strategies	Key Performance Indicators
Objective # 1 To transform Communicators to Digital Disciples where ultimately each church communicator and or communication department will account for at least one baptism per year.	<ul style="list-style-type: none"> <li>- Set target of at least 1 baptism per year per Communication Director / Department of every church.</li> <li>- Initiate program to have all Communication Team Members read through the GC Discipleship Handbook within first quarter of 2023.</li> <li>- Setup system to capture, pray with and monitor names of prospects being targeted by each person during the year.</li> <li>- Send very short clips of spiritual messages gleaned on Sabbath, through digital and or other mediums, to family members, relatives, friends and others.</li> </ul>	<ul style="list-style-type: none"> <li>- People being baptized through the direct effort of Communication team Members. Baptismal target per year will be 20 in 2023, 40 in 2024, 60 in 2025 and 80 in 2026.</li> <li>- Passing score on quiz designed to test if material was read.</li> <li>- Receipt of names of people being worked with from at least 60% of churches at the end of 2023.</li> <li>- Confirmation through survey data that at least 60% of team members are participating each month in sharing short clips to friends and family members.</li> </ul>
➤ Objective # 2 -To promote, increase awareness and advance the mission of the church in East Jamaica Conference.	<ul style="list-style-type: none"> <li>- To capture important Conference and Departmental events in photos to preserve as part of our history on our Flickr account and share on our social media platforms.</li> <li>- Record and preserve all important Conference events.</li> <li>- Continue to share Christ through the EJC Virtual Church platform</li> <li>- Writing and posting of news items on our website, Communication Advisory and social media</li> </ul>	<ul style="list-style-type: none"> <li>The creation and publication of photo albums on Flickr for 100% of all Conference events and departmental events.</li> <li>- 100% of events to either be recorded on Youtube or on EJC Conference Server.</li> <li>- Streaming of EJC Virtual Church programs on the Conference Youtube and Facebook platforms.</li> <li>- News items written and publicized on EJC Website.</li> </ul>

Objectives	Initiatives/Strategies	Key Performance Indicators
	<p>platforms.</p> <ul style="list-style-type: none"> <li>- Restart the publication of the ADVENTIST BEAM Magazine (Digital Publication)</li> <li>- Production of radio program</li> <li>- Support and ensure success of evangelistic campaigns organized by the Conference.</li> </ul>	<ul style="list-style-type: none"> <li>- The creation and publication of the ADVENTIST BEAM Magazine.</li> <li>- Radio program aired on NCU Radio.</li> <li>- Baptisms from Conference evangelistic campaigns.</li> </ul>
<p>Objective # 3 -To offer training to communicators and pastors to make them more effective in soul winning and spreading the gospel.</p>	<ul style="list-style-type: none"> <li>- Design communication training sessions to include and be focused on soul winning using their technology skills.</li> <li>- Design training for pastors to improve their delivery and effectiveness using technology.</li> </ul>	<ul style="list-style-type: none"> <li>- Increased number of persons being baptized by Communicators over the next four years.</li> </ul>
<p>➤ Objective # 4 -To improve the image / branding of the SDA church to the public across the EJC territory.</p>	<ul style="list-style-type: none"> <li>- Initiate church sign audit to determine current state of affairs with sign compliance across EJC</li> <li>- Encourage churches without signs to acquire one.</li> <li>- Invite churches with outdated signs to upgrade them to current identity standards of the World Seventh-day Adventist Church.</li> <li>- Create incentive system to encourage churches to come on board</li> </ul>	<ul style="list-style-type: none"> <li>- At least 25% improvement in compliance each year for the next 4 years</li> </ul>
<p>➤ Objective # 5 - To increase the number of churches in our Conference sharing news items and stories with the Conference by at least 25% each year over the next 4 years.</p>	<ul style="list-style-type: none"> <li>- Create the Top Communication Church Award and most outstanding communicator award to recognize churches and individuals that supply news items and participate in the Digital Discipleship program among others</li> </ul>	<p>25% increase in local church news item being hosted on EJC Website at the end of each year for the next four years.</p>
<p>➤ Objective # 6 - To increase the number of churches in our Conference who have internet access by 100% over the next 4 years.</p>	<ul style="list-style-type: none"> <li>- Determine the number of churches that currently have internet access. Use that number as the base figure.</li> <li>- Seek assistance from Digicel/ Flow or local ISP to assist churches that are currently without internet access</li> </ul>	<p>25% increase in the number of churches that have access to internet to facilitate streaming at the end of 2023.</p>

V. **STEP FOUR** - Situate all initiatives within the EJC ACTS strategic priorities for this quadrennium.

EJC ACTS	MINISTRY MANIFESTATION
<b>ACCESS</b>	<ul style="list-style-type: none"> <li>- - Set target of at least 1 baptism per year per Communication Director / Department of every church.</li> <li>- Initiate program to have all Communication Team Members read through the GC Discipleship Handbook within first quarter of 2023.</li> <li>- Setup system to capture, pray with and monitor names of prospects being targeted by each person during the year.</li> <li>- Send very short clips of spiritual messages gleaned on Sabbath, through digital and or other mediums, to family members, relatives, friends and others.</li> <li>- To capture important Conference and Departmental events in photos to preserve as part of our history on our Flickr account and share on our social media platforms.</li> <li>- Record and preserve all important Conference events.</li> <li>- Writing and posting of news items on our website, Communication Advisory and social media platforms.</li> <li>- Restart the publication of the ADVENTIST BEAM Magazine (Digital Publication)</li> <li>- Production of radio program</li> </ul>
<b>CARE</b>	<ul style="list-style-type: none"> <li>- Setup system to capture, pray with and monitor names of prospects being targeted by each person during the year.</li> <li>- Create the Top Communication Church Award and most outstanding communicator award to recognize churches and individuals that supply news items and participate in the Digital Discipleship program among others.</li> <li>- Increased collaboration between Internet Service Providers (ISP) (Flow / Digicel) to assist churches that are currently without internet access</li> </ul>
<b>TRAINING</b>	<ul style="list-style-type: none"> <li>- Training sessions being formulated and executed which focuses on soul winning using technology</li> <li>- Initiate program to have all Communication Team Members read through the GC Discipleship Handbook within first quarter of 2023.</li> <li>- Design training for pastors to improve their delivery and effectiveness using technology.</li> </ul>

EJC ACTS	MINISTRY MANIFESTATION
	<ul style="list-style-type: none"> <li>- Educate and heighten awareness of the importance SDA Branding at all levels of our church.</li> </ul>
<p><b>SPIRITUALITY / STEWARDSHIP</b></p>	<ul style="list-style-type: none"> <li>- Set target of at least 1 baptism per year per Communication Director / Department of every church.</li> <li>- Send very short clips of spiritual messages gleaned on Sabbath, through digital and or other mediums, to family members, relatives, friends and others.</li> <li>- Initiate church sign audit to determine current state of affairs with sign compliance across EJC</li> <li>- Create incentive system to encourage churches to come on board</li> </ul> <p>Support and ensure success of evangelistic campaigns organized by the Conference.</p> <ul style="list-style-type: none"> <li>- Continue to share Christ through the EJC Virtual Church platform</li> </ul>