

**COMMUNICATION DEPARTMENT**

**STRATEGIC PLANS 2016-2020**

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<b>Strategic Issue: CHURCH GROWTH AND CONSOLIDATION</b>				
<b>COMPONENT</b>	<b>OBJECTIVE</b>	<b>ACTIVITY</b>	<b>RESPONSIBLE AGENT</b>	
<b>EXPLORE AND LEARN</b>	Professionalize communication in the church through the organization of the Society of Adventist Communicators, for training and networking of Seventh-day Adventist communication professionals, in addition acknowledging annual projects and organizational communication campaigns.	Society of Adventist Communicators	IAD COMM	
<b>CONNECT AND SHARE</b>	Create various practical manuals as tools for church communication directors at different levels (subjects: Public Relations, Media Relations, Communication Management, Social Networking Strategies, Photography, Crisis Communication, etc.)	Practical Communication Manuals	IAD COMM	
<b>PROCLAIM AND REAP</b>	Create a network of digital content testifiers producing evangelism internet and other electronic media.	Web Evangelism	IAD COMM	
<b>CONSERVE AND DISCIPLE</b>	Promotional materials for motivating church members who design and implement innovative and creative strategies to fulfill the mission.	Creative Disciples	IAD COMM	

**Strategic Issue: CHURCH GROWTH AND CONSOLIDATION**

<b>COMPONENT</b>	<b>OBJECTIVE</b>	<b>ACTIVITY</b>	<b>RESPONSIBLE AGENT</b>
	Annually recognize outstanding communication projects that have been implemented in the various entities of the church, as well as independent projects by church members who have made a special contribution to the fulfillment of the mission.	Communication Awards	IAD COMM

**Strategic Issue: TECHNOLOGY**

<b>COMPONENT</b>	<b>OBJECTIVE</b>	<b>ACTIVITY</b>	<b>RESPONSIBLE AGENT</b>
<b>TRANSFORM AND LIVE</b>	Establish a network of Adventist photographers who provide an interactive experience for the exchange of ideas, concepts and experiences to create photographs that can be shared with the church on a digital platform.	Adventist Photo Network	IAD COMM
<b>EXPLORE AND LEARN</b>	Produce radio programs and podcasts to promote and guide the study of the Bible (BHP) in Inter-America's territory.	Bible Study Promotion	IAD COMM
<b>CONNECT AND SHARE</b>	Establish a network of Adventists who produce films that provide an interactive experience for the exchange of ideas, concepts and experiences to create documentaries, short films and videos for the enrichment of the church and recognition of separate projects.	Adventist Filmmakers Network	IAD COMM

## **DIGITAL PASTORS**

### **GENERAL OBJECTIVE**

Taking advantage of new media as a tool for church leaders to share the gospel.

### **MAIN ACTION**

To create a network of digital pastors to produce evangelistic content for web and other new electronic media.

### **SPECIFIC ACTIVITIES**

—**Training: Specific dates will will be determined**