

# Strategic Plans – 2022-2026

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Communication Department



Seventh-day  
Adventist<sup>®</sup> Church

# VISION STATEMENT

**To have every member transformed and anchored in the Body of Christ, in readiness for His imminent return.**



***Central Jamaica Conference***



# MISSION STATEMENT

**To proclaim the Everlasting Gospel by impacting communities and preparing people for Christ's soon return.**



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# OUR VALUES

- **Equality – serving and being served without partiality or reservation**
- **Integrity – doing the right thing even when no one is watching**
- **Respect – high esteem and regard for all humans.**
- **Forgiveness – redeem and restore relationships**
- **Excellence – going beyond the ordinary**
- **Love – Out of a relationship with God, we demonstrate concern for the well-being of all/everyone.**



# OUR VALUES

- **Dignity – Maintaining God-consciousness for yourself**
- **Punctuality – Respect for time/Good stewards of time**
- **Fidelity – The quality of being faithful and loyal**
- **Humility – Giving up self for the good of others**
- **Compassion - Heartfelt expression of care and concern for all people**
- **Equity – Removing any hint of impartiality in every aspect of life**



# *Quadrennium Theme:*

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*Communication  
Department Theme:  
Rebuilding Bridges of  
Hope*



# Strategic Imperatives

1. Spiritual Growth  
and Christian  
Conduct

2. Humanitarian  
Service &  
Development

3. Health and  
Family Wellness

4.  
Education/Training,  
Communication  
and Empowerment

5. Evangelism,  
Discipleship and  
Conservation

6. Prayer, Unity,  
and Stewardship



# Spiritual Growth and Christian Conduct

**We are committed to maintain a constant connection with God; demonstrated by our spiritual, moral, ethical, and relational behaviors, consistent with the teachings and example of Jesus.**



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# Spiritual Growth and Christian Conduct

**Prepare devotionals that cover different areas of ministry during our weekly online programmes.**

**Provide Biblical, transformative content to easily access as they undergo discipleship training.**



Online  
Devotionals



Radio  
Programmes



Weekly  
Online Church



# Humanitarian Service & Development

Through acts of compassion, we seek to impact the lives of church and community members in a meaningful manner; by providing shelter, skills training, and entrepreneurial opportunities. We will be intentional in building homes, churches, and centres of influence. (Improving the physical structures and financial growth of our churches)



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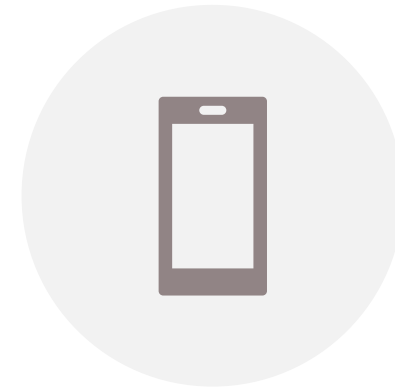
# Humanitarian Service & Development



Missionary Spotlight



Feature Humanitarian programmes on Lifeline



Community Services App

# Humanitarian Service & Development

**Create short communication training videos that address communication skills needed for the development of at-risk youth**

**Establish Community Services App**

**Feature Humanitarian programmes on Lifeline monthly**



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# Health and Family Wellness

We affirm the biblical principles and well-being of the whole person and the family, by making healthful living, wholesome family, and healing of the sick a priority. Cooperating with the Creator in His compassionate work of restoration through our health ministries, facilities, and counselling centres.



Wholistic Health video series



Regularly Feature Health Topics on Lifeline Radio Programme

# Health and Family Wellness

Host twelve (12) Family Life radio Programmes with counsellors across the Conference.

Create I Want to Live Healthy Videos

Promote NEWSTART and CELEBRATIONS

Prepare graphic, and audio-visual content for the promotion of HS Walters Health Centre

Establish Website for HS Walters Health Centre



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# Education/Training, Communication and Empowerment

Providing the most valuable values-based quality education, attained through academic excellence, emotional, physical, and spiritual development, social interaction, and lay training delivered through our educational institutions and churches. We aim to provide transparency by increasing and improving our relationships and services through information gathering and dissemination and other methods.



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# Education/Training, Communication and Empowerment



Provide Financial Assistance to Churches to help with Church Signs



Publish Printed version and educate churches on updated Identity Standards



Maintain consistent communication through church.centralja.org emails for all churches



Publish – Central Focus Magazine, Calendar



New and Improve Weekly E-Focus

# Education/Training, Communication and Empowerment



Establish Parish & Zonal  
Communication Teams



Host Zonal & Parish  
Wide Training Sessions



Use Hashtag to Group  
Online Live Streaming

# Education/Training, Communication and Empowerment



## Mobile and Web App Projects

Establish Consistent online presence for CJC President

Update Current CJC Website

Establish Website for HS Walters and Camp Verley



Establish Media Archive

Grow CJC Online Church

Consistent Content for CJC Online church and Bless TV

# Evangelism, Discipleship and Conservation:

Reaching people with the everlasting gospel through preaching, teaching, digital evangelism and modelling Christ in our homes, schools, and communities. Thereby making each believer an active disciple of Christ anchored in the teaching and practices of the Seventh-day Adventist church as they look forward to Christ's second return.



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# Evangelism, Discipleship and Conservation:



Revamp Annual Online  
Evangelism (Net Series)



Webinar Style Bible  
Studies



Ministry ideas using  
technology



Why I Believe  
Fundamental Beliefs  
Video

# Prayer, Unity, and Stewardship

Through constant communion with God and fellow men, we unite in utilizing our time, talent, and resources, for the glorification of God and the benefit of humanity.



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# Prayer, Unity, and Stewardship



Support CJC Prayer  
Platform



Host Radio Programmes



Weekly Bible Studies  
(Online)

# WHAT CAN YOU DO?

Tune in	Tune in to our Radio Programmes
Sign up	Sign up to receive our weekly E-Focus
Submit	Submit a news story on impactful events in your church/community/district
Participate	Participate in the Digital Evangelism of the Church
Volunteer	Volunteer to Participate in our Video Programmes
Support	Support your Local Church Communication Department
Join	Join and/or support your Zonal Communication Committee

