**Greater New York Conference**

**Publishing Ministries Department**

**Strategic Plan 2019-2022**

**January 9, 2019**

**Pr. Bianel Lara, Director**

**Mission:**

That each New Yorker can know that Jesus is coming soon and we must be ready to meet Him

**Vision:** To have a Publishing Department focus on soul winning and financially auto-sustainable by sharing the Adventist Gospel through our Christian publications

**Values:**

Love Empathy Team work

Compromise Justice Happiness

Planning Recognition Innovation

Professionalism Participation

Economic sustainable Satisfaction

Customer Service Cooperation

Communication

**SWOT ANALYSIS**

**Weaknesses:**

1. GNYC Low financial support
2. Regular Canvasser Desertion
3. Lack of staff
4. Lack of new R1 application
5. Price of the books because of the Commission
6. Local recruiting program
7. Effective communication
8. Lack of housing for students

**Strengths:**

1. R-1 Visa Program
2. Students Program
3. Team work spirit
4. GNYC Administration support
5. Customer service
6. Soul winning & Church Planting focus program
7. Students program support to Local Churches
8. The seven regular LE's champions

**Threats:**

1. Customer receipt
2. Independent sellers in NY area
3. IADPA
4. Cost of Shipping (Idaho)
5. Family Home Christian Books (Michigan)
6. Bronx and Brooklyn Libraries
7. Publicaciones Cristianas (Texas)

**Opportunities**

1. Several Conferences without HHES and

canvassing program

1. Caribbean, South & Center American Universities
2. Create and website page
3. Local Church Publishing Directors

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| **Objectives** | **Strategies** | **Responsible** | **Time** |
| 1. Planting New Churches during the next four years. 2. To baptize 500 new members during the next four years 3. To improve the capability of the people working in the Department 4. To improve internal and external growing 5. To defend the functioning of the working positions 6. To keep economical sustainability by getting new income through sales and donations, and more efficient control of the expenses 7. To sell 5 million dollars in books 8. To increase the number of regular Literature Evangelists to 40, and the number of students to 150 per year from around the world 9. 10 new regular Literature evangelists: China, Filipino, Haiti, Jamaica, Honduras | 1. Missionary focus   Priority   1. Learning and growing perspective 2. Financial Focus 3. Worldwide recruiting perspective | Director, Associated director and regular Literature Evangelists  All Publishing Department staff, and regular Literature evangelists and students  Treasury Department, Director and Leaders  Director and Leaders | One church per year  100 per year  2 training schools per year  To perform an evaluation every three months  To sell 1 million per year  Every three months |
| **Objectives** | **Strategies** | **Responsible** | **Time** |
| 1. To purchase a house of three levels in Queens, NY to be the lodging for the students program throughout the year 2. To improve the circuits of internal communication 3. Prompt decision making 4. To develop a website page 5. To improve the communication with the regular Literature Evangelists 6. To improve their participation and attending to the activities for them. | 1. Lodging-Housing   Perspective   1. To improve the internal coordination and communication within the Publishing areas of work, to offer a better quality customer service to those who needs it 2. Customer Perspective To offer personalized and diligent attention to the people attending the Department | Publishing Committee, ADCOM, EX-COM  Director, Assistant Secretary, Book keeper, Leaders, Publishing Committee  AD-COM  Director, Assistant Secretary, Leaders, and regular Literature Evangelists, students | 2019-2020  Survey every three months  Survey every three months |

**Critical Success Factor**

* The Credentialed Colporteurs logistics
* Support from Safeliz Publication House
* Student Program during the whole year
* Administration's support for the Student Visa

**KPI's**

* Bring 500 students for the Student Program for 2018-2022
* Baptism of 500 new members
* Pant 4 new churches through the Colporteur
* Sell $5,000,000.00