

# Strategic Plan for Communications

## A Framework to Organize, Communicate, and Infuse the GA Lines of Action: 2012-2016

John T. Maher, C.M.

*Office of Communications and Publications*

“Creative Fidelity to our Mission”, the final document of the 2010 General Assembly, set a series of goals for the world-wide Congregation to achieve yearly through 2016. To insure these goals are communicated and integrated into the Congregation of the Mission at all levels, this document proposes they be organized and infused into an overall planning strategy with yearly objectives. It also proposes a way to communicate as to how these strategies can be implemented. It is a two-part process comprised of a framework and a method.

### I - PART ONE: FRAMEWORK

1. The “overarching theme” to unify and articulate implementation of the plan comes from the lead statement, ***“Creative fidelity to our Mission and Ministries in following Christ, the Evangelizer of the Poor calls us to...”*** as a way of guiding each yearly objective.

2. The “yearly objectives” highlight specific aspirations articulated by the 2010 General Assembly. They are arranged this way to focus attention on how they can be attained.

3. Additionally, to provide ideas for specific strategies by regions, provinces, and confreres, excerpts from the GA “Lines of Action” document are listed in the appropriate objective.

### II - PART TWO: METHOD

This section proposes strategies for communicating the yearly objectives of the plan for the General Curia, Office of Communications and Publications, National Conferences of Visitors, Provinces, and individual confreres. It is hoped these strategies will infuse the GA “Lines of Action” into all levels of the Congregation and make them more accessible to all members.

What follows is a list of the overall framework; yearly objectives with relevant excerpts from the “Lines of Action”; and recommended “methods” for communication at all levels of the Congregation. This paper

has been prepared by General Curia's *Office of Communications and Publications* to provide a framework to organize these goals, and methods to communicate them in a consistent, comprehensive way to all confreres of the Congregation.

## I - FRAMEWORK

***Overarching goal (theme) for 2012-2016: "Creative fidelity to our Mission and Ministries to follow Christ, the Evangelizer of the Poor calls us to..."***.

### *Yearly Objectives*

- The yearly objectives in their order of implementation are:
  1. DIALOGUE WITH THE POOR (Valuable for every years of the whole plan),
  2. SYSTEMIC CHANGE,
  3. RECONFIGURATION AS A PATHWAY TO CREATIVITY IN OUR MINISTRIES,
  4. INITIAL AND ONGOING FORMATION,
  5. DIALOGUE WITH THE VINCENTIAN FAMILY,
  6. EVALUATION OF THE PLAN AND PREPARATION OF THE GENERAL ASSEMBLY 2016

**2011-2016: DIALOGUE WITH THE POOR...** Enable and assist confreres to listen to the voices of the poor in all ministries, and to make practical and ongoing efforts to participate in their lives.

**2012: SYSTEMIC CHANGE...** Educate and equip confreres in the means and methods to promoting systemic change in their provinces and apostolates, **and DIALOGUE WITH THE POOR;**

**2013: RECONFIGURATION: A PATHWAY TO CREATIVITY IN OUR MINISTRIES...** Examine the necessity of regional and provincial re-configuration, and with Conferences of Visitors, provincial councils, and input from confreres, to act decisively, **and DIALOGUE WITH THE POOR;**

**2014: INITIAL & ONGOING FORMATION...** Regional and provincial evaluation of the resources available and quality of initial and ongoing formation in the Vincentian charism of the CM, **and DIALOGUE WITH THE POOR;**

**2015: VINCENTIAN FAMILY DIALOGUE...** Encourage confreres to have serious, strategic dialogue with Vincentian Family members in

order to foster collaboration in provinces and apostolates, *and* **DIALOGUE WITH THE POOR;**

**2016: ASSESSMENT YEAR AND PREPARATION FOR GENERAL ASSEMBLY...** We will assess our attainment of the previous yearly objectives (systemic change, collaboration with the Vincentian family, reconfiguration as a pathway to creativity in our ministries, and initial and ongoing formation), and to prepare for the General Assembly of 2016.

### *Specific Strategies in Yearly Objectives*

At the 2010 General Assembly, the “Lines of Action” which specified strategies to achieve each objective were proposed and accepted. What follows is a detailed description of each yearly objective, utilizing the contents of the General Assembly’s “Creative Fidelity for Mission” to provide specific ways to achieve these objectives each year of the plan.

**2011-2016: DIALOGUE WITH THE POOR...** Enable and assist confreres to listen to the voices of the poor in all ministries, and to make practical and ongoing efforts to participate in their lives.

*NB:* This strategy is an objective that runs throughout the length of the plan, so it appears in each year and is considered an essential part of the overarching theme of **“Creative fidelity to our Mission and Ministries in following Christ, the Evangelizer of the Poor”**.

### *Applicable strategy from the Lines of Action*

- To make an effort to share with the poor the dynamics that will enable them to become subjects of their history, protagonists of their destiny and agents of their freedom.

**2012: SYSTEMIC CHANGE...** Educate and equip confreres in the means and methods to promoting systemic change in their provinces and apostolates, *and* ways that we may **DIALOGUE WITH THE POOR; ...to help confreres listen to the voices of the poor and enter into their lives.**

### *Applicable strategies on systemic change from the Lines of Action*

- To favor works that promote systemic change in society, develop local self-government, formation of self-help groups and indigenous micro-credit programs;

- *To support at the provincial level challenging works, favoring teamwork and networking;*
- *To form missionaries with a methodology & spirituality that favor personal, conversion, pastoral, and structural change;*
- *To provide legal assistance for the defense of the poor and the promotion of justice;*
- *To create programs that counter human trafficking and assure the promotion of life, access to universal health care, care for the environment, the dignity of women and children, the rights of migrants, and participation in civil society.*

**2013: RECONFIGURATION: A PATHWAY TO CREATIVITY IN OUR MINISTRIES...** Examine the necessity of regional and provincial re-configuration, and with Conferences of Visitors, provincial councils, and input from confreres, to act decisively; and way that we may **DIALOGUE WITH THE POOR... help confreres listen to the voices of the poor and enter into their lives.**

*Applicable strategies on reconfiguration from the Lines of Action*

- To explore locally, province-wide, and Visitors' conferences reconfiguration both as an "intra" and "inter" provincial sense, and its importance for the future of the CM;
- To cultivate a vital and concrete sense of belonging to the Congregation that goes beyond the local and provincial communities; to create spaces for inter-provincial collaboration administratively, and to share human and financial resources;
- To foster personal availability and mobility to participate in new missionary projects;
- To review our ministries and the structures of our community life to enhance their missionary dimension;
- To go to the most distant (Ad Gentes) and to draw near to the most withdrawn.

**2014: INITIAL & ONGOING FORMATION...** Regional and provincial evaluation of the resources available and quality of initial and ongoing formation in the Vincentian charism of the CM, and **DIALOGUE WITH THE POOR... help confreres listen to the voices of the poor and enter into their lives.**

*Applicable strategies on initial and going formation from the Lines of Action*

- To study, disseminate, and implement the revised *Rationis Formationis*;
- In utilizing the *Rationis Formationis* and the 'best practices' of provinces, to create formation programs that strengthen our fidelity to the vocation and our response to the needs of the 21<sup>st</sup> century;
- To assume ongoing formation as our daily commitment, embracing prayer, reflection, on our experiences in living out our ministry;
- To foster openness to opportunity offered by new languages and techniques of the digital world in view of the Mission;
- To foster interchange of formation experiences with conferences of visitors and all CM's;
- To foster in the congregation reflection on the vocation of the Vincentian brother;
- To support pastoral practices centered on the Word of God, attention to the signs of the times, and a central role for the laity.

**2015: VINCENTIAN FAMILY DIALOGUE...** Encourage confreres to have serious, strategic dialogue with Vincentian Family members to foster collaboration in provinces and apostolates, **DIALOGUE WITH THE POOR... help confreres listen to the voices of the poor and enter into their lives.**

*Applicable strategies on Vincentian Family Dialogue from the Lines of Action*

- To raise awareness of resources and programs provided by the Vincentian Family Office at the General Curia;
- To raise awareness of the existence and activities of the Vincentian Family Leadership Commission and highlight formation programs they provide;
- To foster theological reflection on challenges and good arising from lay collaboration;
- To intensify collaboration with the Vincentian Family in formation; esp. in Vincentian spirituality, social doctrine of the Church, and lay leadership to assure their transforming presence on behalf of the poor;
- To commit ourselves to evangelize the poor with members of the Vincentian family and other ecclesial groups, and to participate in defense & promotion of the poor;

- With assistance from the Vincentian Family, to undertake new works of evangelization in the area of new emerging cultures, ecumenical, and religious dialogue.

**2016: ASSESSMENT / PREPARATION FOR GA...** Assess our attainment of the previous yearly objectives (dialogue with the poor, systemic change, reconfiguration as a pathway to creativity in our ministries, initial and ongoing formation, and collaboration with the Vincentian family), and to prepare for the 2016 General Assembly.

- **How have the yearly objectives and “Lines of Action” outlined in this plan enabled the Visitors’ Conferences, provinces, apostolates, local communities, and confreres to exercise “Creative Fidelity to our Mission and Ministries” over the last five years?**
- **What remains undone or incomplete in incorporating the yearly objectives with the Lines of Action in a Conference of Visitors or a province?**
- **What “next steps” will be needed for the 2016 General Assembly to more fully incorporate these objectives into all levels of the Congregation of the Mission?**

## II - METHOD

The following is suggested as ways to reinforce the overall theme of “Creative Fidelity to our Mission and Ministries” and to attain the specific yearly goals of the “Lines of Action” through providing consistent methods of communication, information, and opportunities for dialogue and feedback from provinces and members throughout the world-wide Congregation.

### *Superior General and Curia*

- The Superior General will highlight each yearly theme through circular letters, talks, homilies, as well as videos on “CM Global” & “FamVin” websites.
- Assistants General will reflect, write, and speak on how these yearly objectives can be lived out, especially in their visitations to provinces. Their ideas and insights will be posted in NUNTIA, and on “CMGlobal” & “FamVin” websites.
- The Superior General, in consultation with the Curia, will provide an annual “citation of excellence” for projects that demonstrate “Creative Fidelity to Mission and Ministry” in each yearly theme. This award/citation will be publicized in print and digital media.

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- Will dedicate one issue of VINCENTIANA each year through use of articles and essays to highlight overall theme and yearly objectives;
- Will use monthly NUNTIA newsletter to highlight ways various provinces demonstrate “Creative Fidelity for Mission” in implementing yearly objectives of the plan;
- In the revised “CMGlobal” web site, “Creative Fidelity for Mission” (AKA *Strategic Plan*) will be highlighted in a special section, using video, “discussion forums”, and a blog. This will provide input on how yearly objectives are being implemented in various provinces.

*Conferences of Visitors and/or Provinces*

- The Conferences of Visitors will meet and discuss the yearly objectives, and provinces will be encouraged to do the same. From these meetings, they will develop strategies for their conferences and provinces that are specific and measurable.

*Provinces*

- Provinces will work in concert from both the General Curia and the Conferences of Visitors to formulate strategies applicable to the confreres and works of their provinces;
- Provinces and regions will be encouraged to consult and collaborate with Vincentian Family members to gain ideas and strategies to attain yearly objectives.

*Confreres*

- Individual confreres will be encouraged by Visitors to take provide valued input to the plan by offering ideas and strategies that can be implemented in their apostolates;
- Individual confreres will be encouraged to consult and collaborate with Vincentian Family members to gain ideas and strategies to attain yearly objectives.