




WELCOME BRAZIL

Adventist Technology Summit



Defining our Digital Strategy for Mission

Three Primary Objectives for GC Digital Strategy for Mission



Tear down silos while building
bridges



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- ◆ Tear down silos while building bridges
- ◆ Ensure every digital activity of the GC is focused on the mission



Three Primary Objectives for GC Digital Strategy for Mission

- ◆ Tear down silos while building bridges
- ◆ Ensure every digital activity of the GC is focused on the mission
- ◆ Jesus is coming soon. We must work with intentionality and expediency.



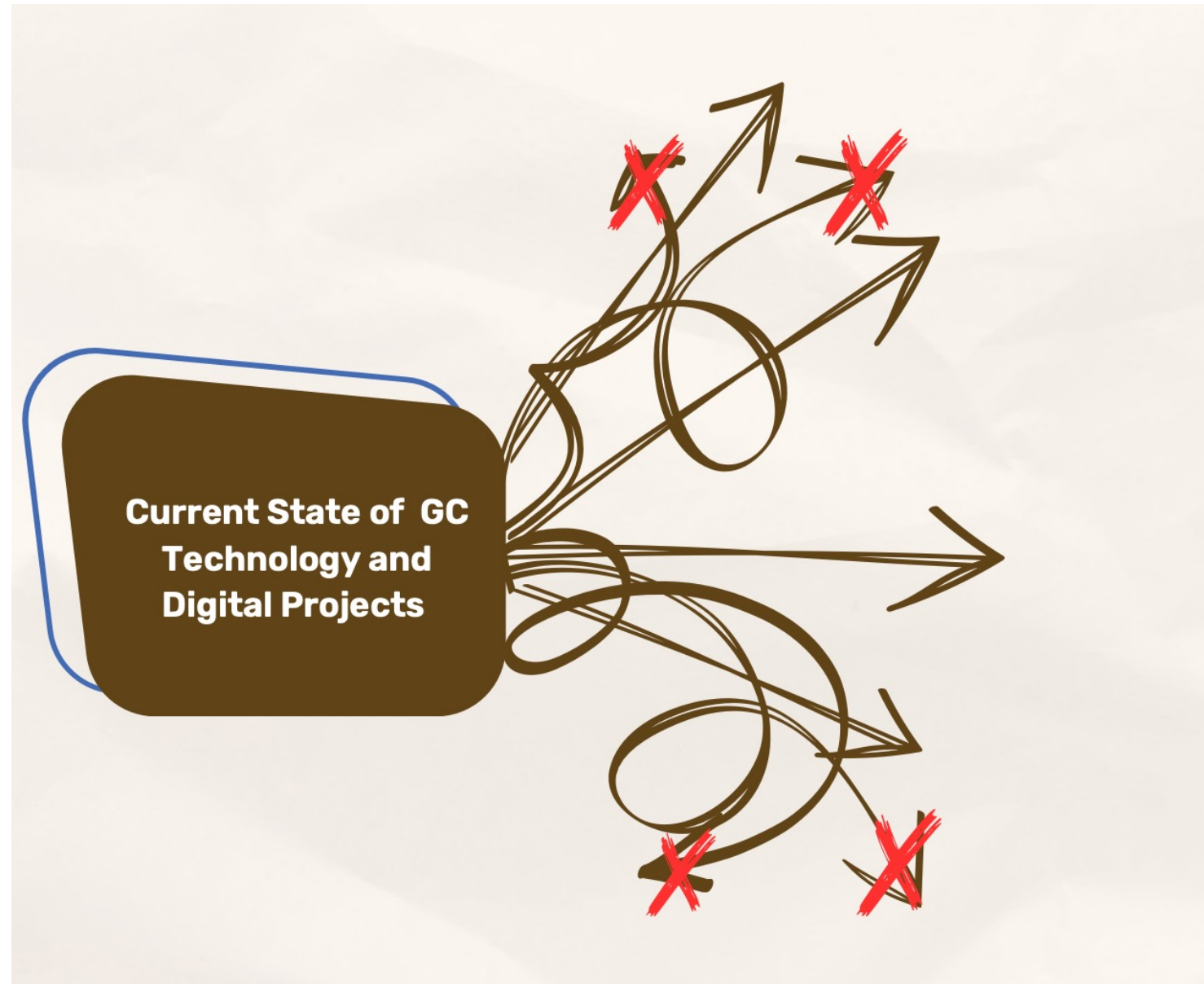


**This Governance Structure is the Scaffolding
Of the GC Digital Strategy for Mission**

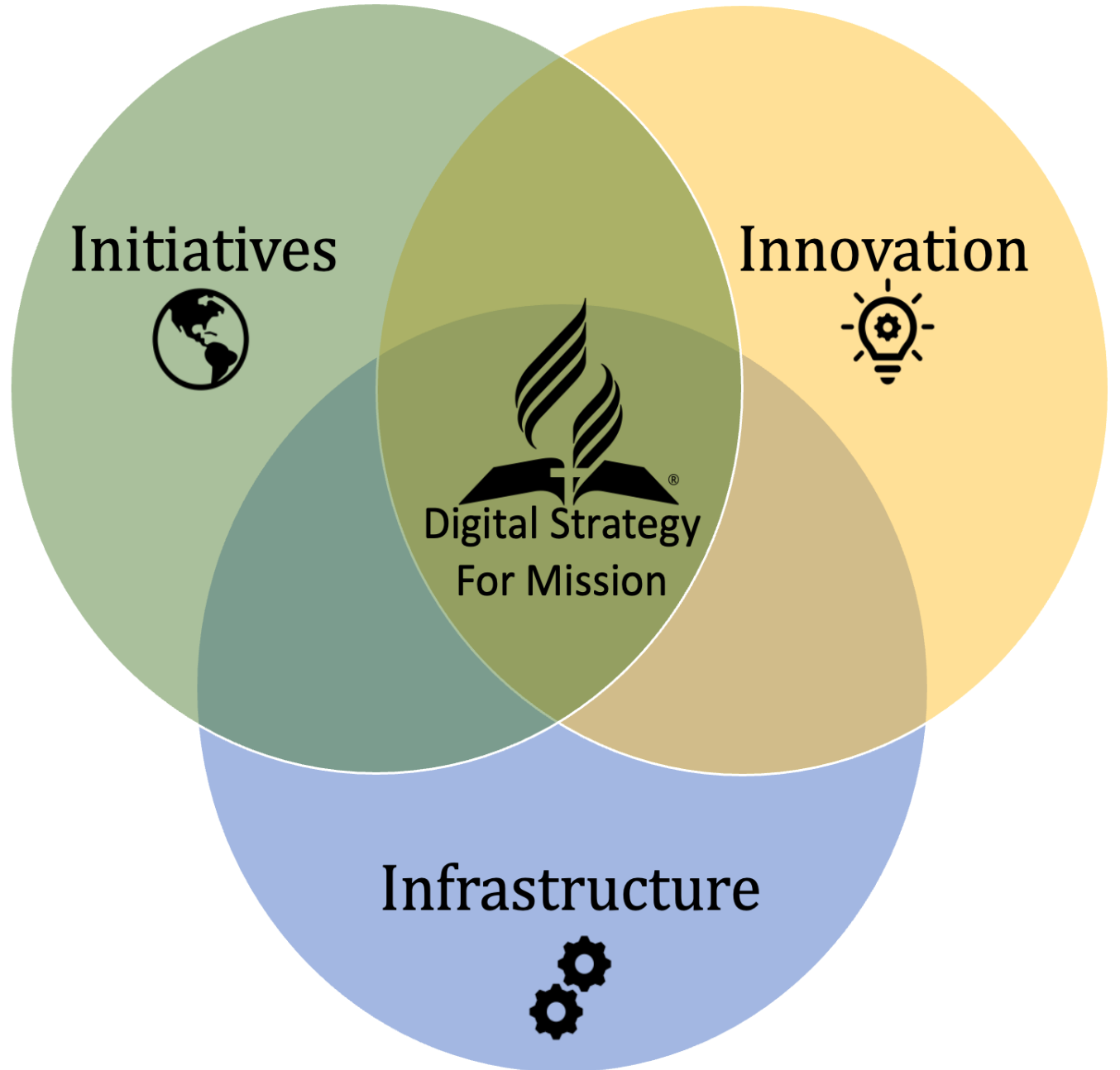
Challenges with Existing Approach

- Improper alignment with GC Strategic Plan & Mission
- Uncoordinated use of technology and Digital Assets
- Limited Project Integration with Existing Initiatives
- Limited Oversight after Project Approval
- Lack of Communication between Projects
- Limited Coordination of Project Outcomes
- Lack of Governance resulting in Compliance Challenges
- Project Silos and Isolation
- Disconnect between Technology and Mission
- Overlap in our Existing Digital Committees Scope and Authority
- Buckshot Approach to Ministry and Mission

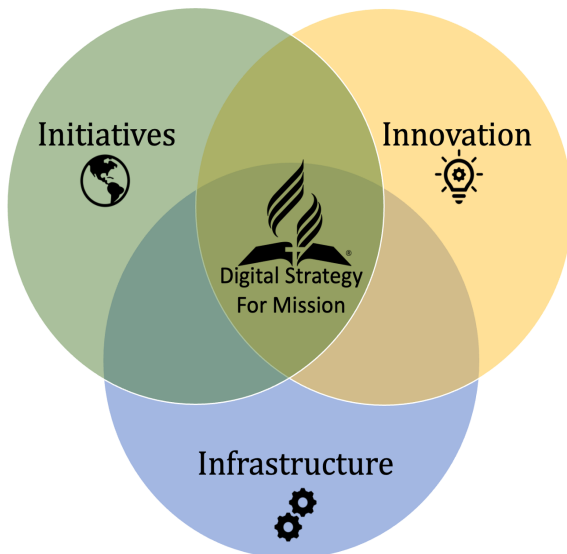
Ultimately leading to failing projects and unrealized returns.



**Digital
Strategy
Structure**



Defining our Digital Strategy



The General Conference of Seventh-day Adventists has a global mission to Reach the World with the everlasting gospel of Jesus Christ within the context of the Three Angels' Messages. The adoption of an enterprise digital strategy provides a framework for leveraging existing and emerging technologies to expand mission reach and enhance operational excellence.

The three domains of our digital strategy are *Infrastructure, Initiatives, and Innovation* which collaboratively facilitate our mission objective to Reach the World, while protecting the brand and unique identity of the Seventh-day Adventist Church.

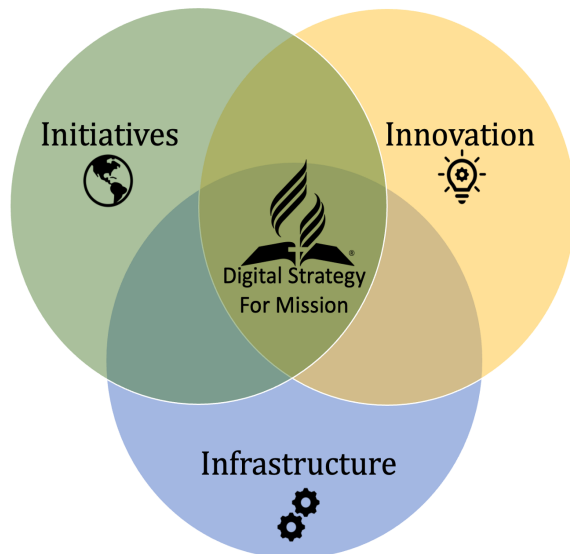
Defining our Digital Strategy

Digital Infrastructure

The technological tools, complemented by appropriate governance and compliance mechanisms, to support our digital initiatives and digital innovation for accomplishing our mission and operational objectives

"Unless the LORD builds a house, the work of the builders is wasted. Unless the LORD protects a city, guarding it with sentries will do no good."

Psalms 127:1 NLT



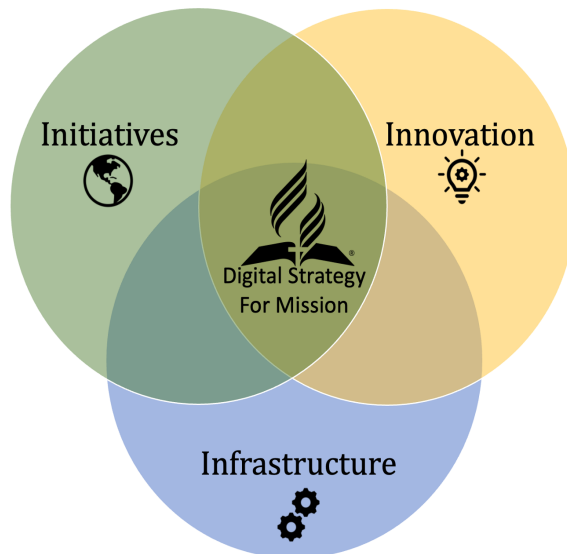
Defining our Digital Strategy

Digital Initiatives

The array of program and platform ideas implemented that are supported by our digital infrastructure and digital innovation for accomplishing mission and operational objectives

“Let every worker in the Master’s vineyard, study, plan, and devise methods to reach the people where they are. We must do something out of the common course of things. We must arrest the attention”.

Evangelism 122.4



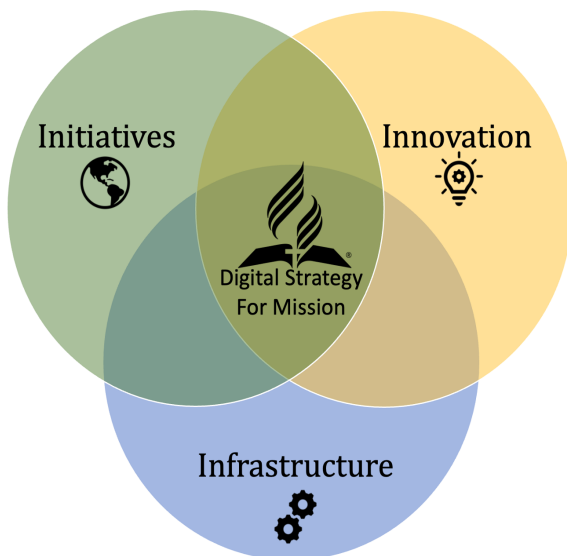
Defining our Digital Strategy

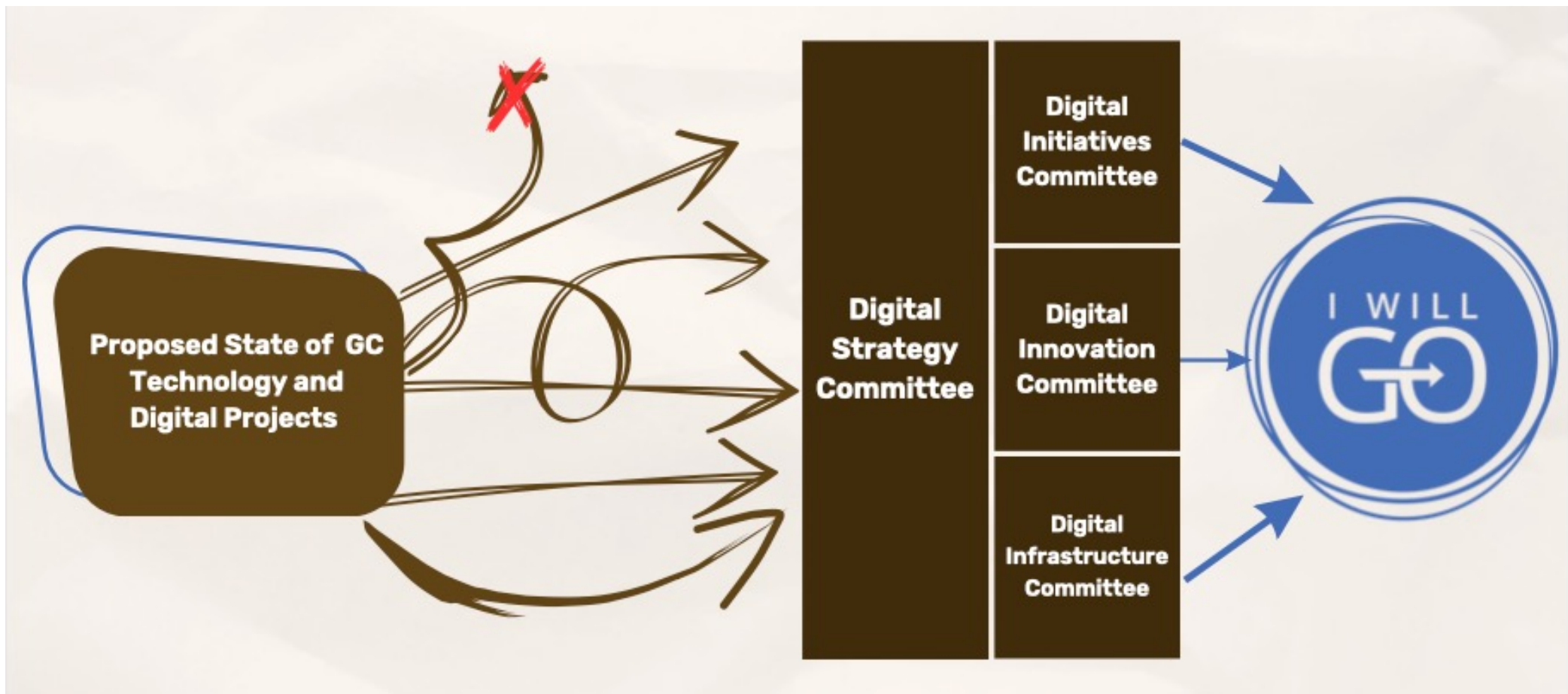
Digital Innovation

The routine and robust evaluation of our digital infrastructure and digital initiatives to examine results, ensure relevance, and explore new ways of accomplishing mission and operational objectives

“Whatever may have been your former practice, it is not necessary to repeat it again and again in the same way. God would have new and untried methods followed. Break in upon the people—surprise them”. Evangelism

125.4





New Approach with New Digital Strategy for Ministry

- Alignment with GC Strategic Plan & Mission
- Coordinated use of technology and Digital Assets
- Project Integration with Existing Initiatives
- Ongoing Oversight throughout Project Lifecycle
- Communication and Cooperation between Projects
- Coordination of Project Outcomes
- Stronger Governance and Compliance Posture
- Elimination of Project Silos
- Integration of Technology into Mission
- Focused Approach to the Mission of the Church.

Ultimately leading to coordination and coherence in mission effectiveness.



Technology must be centered on...

MISSION

Technology in the Church must never become a distraction from mission





GC Technology's

Mission

Selecting and safeguarding technology resources that complement the mission and message of the Seventh-day Adventist Church.



St. LOUIS
2022
61ST GENERAL
CONFERENCE
SESSION



61ST SESSION OF THE GENERAL CONFERENCE OF SEVENTH-DAY ADVENT

JESUS
IS COMING
GET INVOLVED

GC Technology's

Vision

Technology that is aligned with our mission
and advances our message!



Goals



goal 1

**Strategically focus
technology on Mission**



goal 2

**Model
governance**



goal 3

**Establish &
share policies**



goal 4

**Adopt a strategy for
shared services**



goal 2

Model Data Governance



Objective 2.1

Establish data governance within the GC

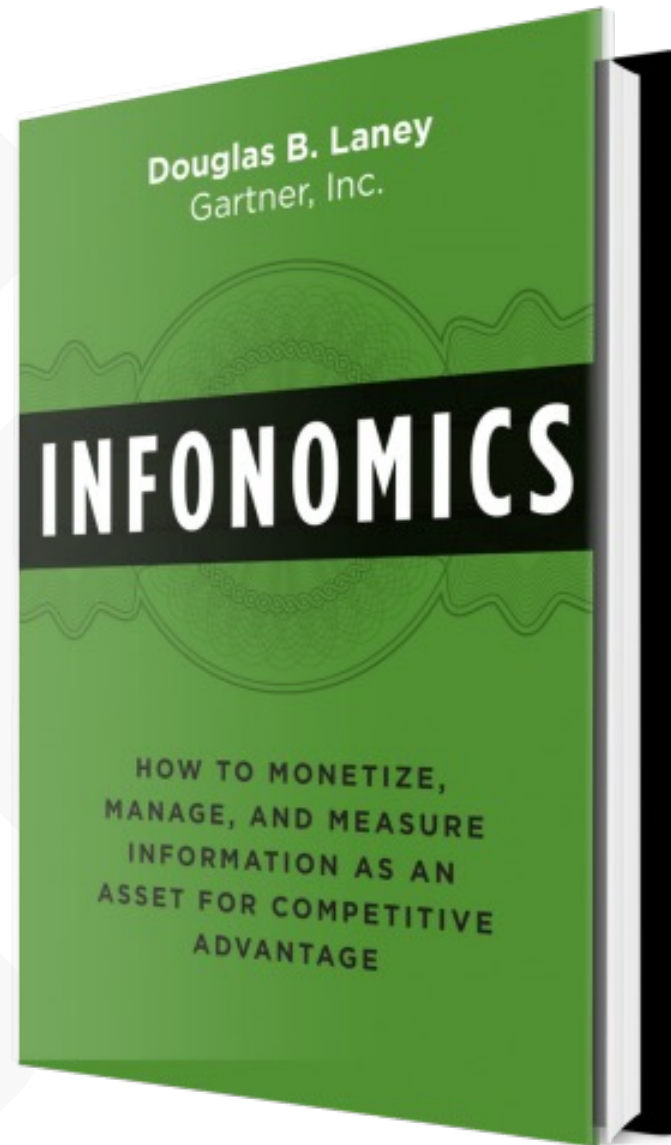
1. Establish an office of data governance
2. Formalize governance requirements for data availability, data integrity, and data security
3. Create and maintain a General Conference Disaster Recovery, Incident Response, & Ministry Continuity plans;
4. Evaluate the GC's risk appetite so as to establish a risk management model that meets compliance obligations
5. Conduct ongoing and regular employee security and technology trainings and in-services





Using data to better understand people and their needs, in order to lead them to Jesus.

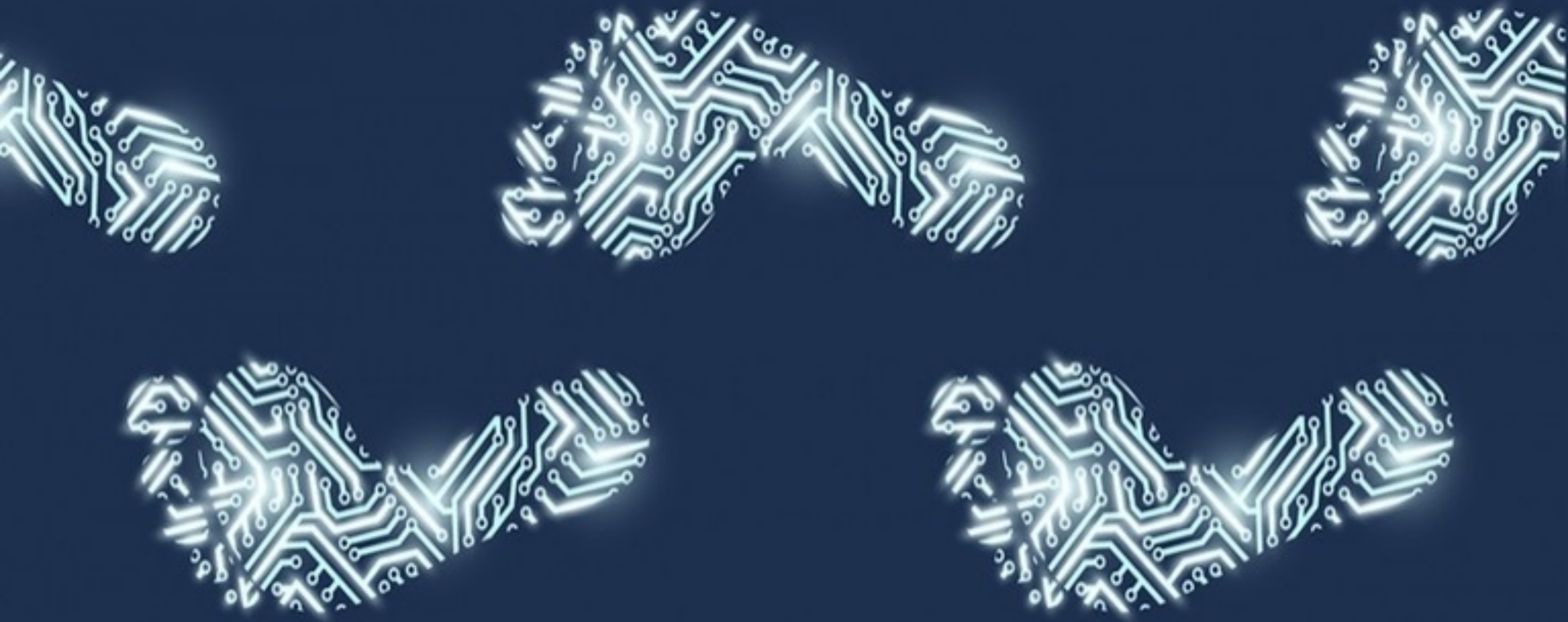




“Businesses spend more money and more time tracking their company’s office furniture than their data assets”

“Businesses report to their boards on the health of their workforce, their financials, their customers, and their partnerships, but almost never on the health and utilization of their data assets”







Using data to better understand people and their needs, in order to lead them to Jesus.

And yet, if the Church could harness data more efficiently and effectively, we could...

- ❖ Determine the best geographic location for church plants
- ❖ We could better Identify Ministry opportunities
- ❖ We could create Ministry Management dashboards to more accurate measure outcomes
- ❖ We could better gauge the effectiveness of programs and initiatives
- ❖ We could better understand giving habits and member stewardship

And yet, if the Church could harness data more efficiently and effectively, we could...

- ❖ We could utilize Hybrid Evangelism to direct seekers to local congregations
- ❖ We could engage in more relevant and more personalized communication with visitors and members alike
- ❖ We could more effectively connect relevant mission opportunities with interested volunteers
- ❖ We could have more meaningful engagements on social media
- ❖ We could establish and sustain online communities that foster growth and create a sense of belonging, as an extension of our local congregations

lus

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LOGIN

SunPlus

Introducing the new SunPlus brand.

We have created a new brand identity to reflect the continued development and growth of SunPlus.

LEARN MORE

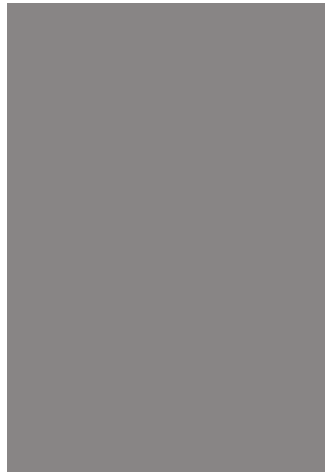
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