MISSION

OBJECTIVE 1
To revive the concept of Division wide mission and sacrifice for mission as a way of life involving not only pastors, but every church member, young and old, in the joy of witnessing for Christ and making disciples

KEY PERFORMANCE INDICATORS (KPIs)

KPI 1.1 Increased number of church members participating in both personal and public evangelistic outreach initiatives with a goal of Total Member Involvement (TMI)
Responsible Parties: Personal Ministries

KPI 1.2 Each division holds annual mission rallies for church members, involving local administrators; Division officers, departmental directors and associate directors; officers and departmental directors from other divisions; and frontline workers from both their own and other divisions
Responsible Parties: Ministerial & Personal Ministries

KPI 1.3 Create and make available age-appropriate mission-focused morning devotional books aimed at each grade level of elementary education
Responsible Parties: SID Departmental Directors

KPI 1.4 Division Echo magazine includes at least one story from SID 10/40 window, unentered areas, or large urban areas in every issue.
Responsible Parties: Communication & SID Media

KPI 1.5 Improved retention rates of audited membership globally
Responsible Parties: Secretariat, Ministerial & Personal Ministries
OBJECTIVE 2

To strengthen and diversify Adventist outreach in large cities including the SID 10/40 Window, among unreached and under-reached people groups, and to non-Christian religions.

KEY PERFORMANCE INDICATORS (KPIs)

KPI 2.1 A worshipping group is established in the SID 10/40 Window and unentered territories.
Responsible Parties: Adventist Missions, Ministerial, & Personal Ministries

KPI 2.2 Each conference, mission, and region in the SID 10/40 Window/unentered territories achieves a demonstrable increase in the number of new believers.
Responsible Parties: Adventist Missions, Ministerial, Personal Ministries

KPI 2.3 Demonstrable increase in total members and congregations in all urban areas of one million people or more.
Responsible Parties: Personal Ministries, Adventist Missions, & Ministerial

KPI 2.4 At least one Center of Influence operates in each urban area of one million people or more.
Responsible Parties: Secretariat, Adventist Missions

KPI 2.5 Each union, with the assistance of the Office of Adventist Mission, identifies and acknowledges all major unreached or under-reached majority populations in evangelized countries in their territories, and reports annually to the SID Global Mission Committee* on efforts to reach them.
Responsible Parties: Adventist Missions

KPI 2.6 Each union identifies all significant immigrant/refugee populations in their territories, and has initiatives in place to reach them, and reports annually to the Global Mission Committee* on progress in reaching them.
Responsible Parties: Adventist Missions

KPI 2.7 Each conference and field has a five-year (3/2)* plan to achieve a measurable and significant increase (e.g., 30% over five years) in the number of newly planted worshipping groups
Responsible Parties: Personal Ministries, Adventist Mission

KPI 2.8 Each union and conference/field have a five-year plan to increase the number of Adventist primary and secondary schools
Responsible Parties: Education
KPI 2.9 Union presidents report regularly to the SID Executive Committee on progress in achieving KPIs relating to Objective no. 2

**Responsible Parties:** Presidential

**OBJECTIVE 3**
To strengthen Seventh-day Adventist institutions in upholding freedom, wholistic health, and hope through Jesus, and restoring in people the image of God

**KEY PERFORMANCE INDICATORS (KPIs)**

KPI 3.1 Adventist tertiary institutions increase the number of missiologists teaching mission, all of whom are faithful to biblical missional principles, Adventist education, and endorsed by IBMTE

**Responsible Parties:** Ministerial, Education, SID Bursary Committee

KPI 3.2 Each institution reports to its board or governing committee on how it will achieve selected objectives and KPIs of the I Will Go plan.

**Responsible Parties:** Health, Publishing, Education

**SPIRITUAL GROWTH**

**OBJECTIVE 1**
To disciple individuals and families into Spirit-filled lives

**KEY PERFORMANCE INDICATORS (KPIs)**

KPI 5.1 Significant increase in numbers of church members regularly praying, studying the Bible, using the Sabbath School Bible Study Guides, reading the writings of Ellen White and engaging in other personal devotions

**Responsible Parties:** Ministerial, Sabbath School, Personal Ministries, SOP, EGW

KPI 5.2 Significant increase in acceptance and practice of the church’s distinctive beliefs, especially: Creation (FB 6); Salvation by faith (FB 10); State of the dead and power of prayer over witchcraft and spiritualism (FB 26, FB 11); Remnant Church (FB 12, FB 14); Principles of healthful living (FB 22); The Sanctuary/Investigative Judgment (FB 24); Second Coming (FB 25); and the nature of the Fundamental Beliefs as a whole as Bible-centred doctrines that reflect a loving, gracious God

**Responsible Parties:** Ministerial/Presidential
KPI 5.3 Increased number of people using Adventist social media when studying the Bible, to learn about Ellen White and read her writings, in personal devotions, and to promote mission
**Responsible Parties:** EGW Heritage and Study Centre, SOP, Communication

KPI 5.4 Increased number of local churches and individuals using Hope Channel, AWR, Adventist World, Echo and other official church publications and media
**Responsible Parties:** Communication

KPI 5.5 Increased number of church members and church school students participating in corporate prayer initiatives
**Responsible Parties:** Education, Personal Ministries, Ministerial

KPI 5.6 Evidence of better understanding of the prophetic role of Ellen White and the process of inspiration
**Responsible Parties:** Publishing/SOP, EGW Heritage and Study Center

KPI 5.7 Increased availability in local languages of Ellen White’s writings in print, braille, and audiobooks as well as on websites, mobile devices, and social media
**Responsible Parties:** EGW Heritage and Study Center, SOP, Communication

KPI 5.8 Increased number of children from Adventist homes and churches attending Adventist schools
**Responsible Parties:** Education, Family, Children, Youth

**OBJECTIVE 2**
To increase accession, retention, reclamation, and participation of children, youth, and young adults

**KEY PERFORMANCE INDICATORS (KPIs)**
KPI 6.1 Increased church member involvement in fellowship and service, both in the church and in the local community
**Responsible Parties:** Personal Ministries, Ministerial, Sabbath School, Women, Youth

KPI 6.2 Evidence of greater unity and community among church members, of reduced conflict in local churches, and of an active commitment to zero tolerance of physical, emotional, and sexual abuse.
**Responsible Parties:** Ministerial, Women, Children, Family Life

KPI 6.3 Evidence of new members being nurtured through active discipleship programs
**Responsible Parties:** Personal Ministries, Sabbath School, Ministerial
KPI 6.4 Evidence of increase in number of church members regularly engaging in family worships.
**Responsible Parties:** Family Life, Personal Ministries, Sabbath School

KPI 6.5 All members and yet-to-be-baptized young people embrace and practice stewardship principles regarding time, spiritual gifts, and tithes and offerings.
**Responsible Parties:** Stewardship, Youth

KPI 6.6 Church members exhibit cross-cultural understanding and respect for all people.
**Responsible Parties:** Ministerial, Religious Liberty, Adventist Missions

KPI 6.7 Evidence that local churches and Adventist schools are responding to the opportunities that mass migration offers for ministry, and that immigrants are being integrated into local Adventist communities.
**Responsible Parties:** Adventist Missions, Education

KPI 6.8 Improved retention rates of young adults, youth, and unbaptized children, based on the collection of specific statistics on those groups.
**Responsible Parties:** Youth, Children, Secretariat

**OBJECTIVE 3**
To help youth and young adults place God first and exemplify a biblical worldview

**KEY PERFORMANCE INDICATORS (KPIs)**
KPI 7.1 Bible classes teach the historical-grammatical method, historicist approach to the study of prophecies, confidence in the Bible as divine revelation, trust in God, and commitment to His mission.
**Responsible Parties:** Sabbath School, Ministerial, EGW Heritage and Study Center

KPI 7.2 Youth and young adults embrace the belief (FB 22) that the body is the temple of the Holy Spirit, abstaining from alcohol, tobacco, recreational use of drugs and other high-risk behaviors, and embrace church teachings (FB 23) on marriage, and demonstrate sexual purity.
**Responsible Parties:** Youth, Health, Family

KPI 7.3 Increased ethical and responsible use of media platforms by students.
**Responsible Parties:** Education, Communication
LEADERSHIP

OBJECTIVE 1
To strengthen the discipleship role of pastors, teachers, and other frontline workers and provide them with regular growth opportunities

KEY PERFORMANCE INDICATORS (KPIs)
KPI 8.1 Evidence that most pastors and teachers feel supported by church members and by conference administrators, continue to feel called to ministry, and are engaging in continuing education and development
Responsible Parties: Ministerial, Education

KPI 8.2 Pastors with limited Seventh-day Adventist education are working to complete course work necessary to meet their local BMTE requirements
Responsible Parties: Ministerial, Education

KPI 8.3 Opportunities are given to frontline workers to deepen their passion for and broaden their experience of mission

OBJECTIVE 2
To align SID resources with strategic objectives

KEY PERFORMANCE INDICATORS (KPIs)
KPI 9.1 Every organization systematically reviews and aligns resources in light of the Division wide mission priorities
Responsible Parties: SID Presidential, Treasury, Secretariat

KPI 9.2 All SID departments increase the availability of their time and resources to the SID 10/40 Window, large urban areas, and unreached people groups, and SID Treasury presents a report on departmental use of time and resources to Year-end EXCOM annually.
Responsible Parties: All SID departments, SID Treasury

KPI 9.3 SID Treasury appropriations review team recommends to SID EXCOM ways to allocate more appropriations to the SID 10/40 Window, large urban areas, and unreached people groups during year-end EXCOM.
Responsible Parties: SID Treasury

KPI 9.4 SID and its entities are working toward, an integrated media plan that maximizes the potential of technology
Responsible Parties: SID Communication, IT
KPI 9.5 SID Stewardship Ministries, in consultation with union counterparts, develops and implements a well-defined strategy for achieving increases in tithe and offerings in each organizational unit that reflect changes in membership and inflation.

**Responsible Parties:** Stewardship

KPI 9.6 Each union has a Stewardship Ministries director who has no other responsibilities in his/her portfolio

**Responsible Parties:** SID Presidential, Stewardship

**OBJECTIVE 3**

To enhance the transparency, accountability, and credibility of denominational organization, operations, and mission initiatives

**KEY PERFORMANCE INDICATORS (KPIs)**

**KPI 10.1** Widespread adoption of approved membership software to enhance accuracy and accountability of records of local church membership

**Responsible Parties:** Secretariat

**KPI 10.2** An orientation process for officers and executive committee members of all units of denominational structure is developed and widely implemented

**Responsible Parties:** Presidential/Secretariat

**KPI 10.3** Evidence that pastors and church leaders demonstrate the highest standards of integrity and ethical behavior in interpersonal relations and finances

**Responsible Parties:** Ministerial, Treasury

**KPI 10.4** Unions annually report progress in achieving the objectives and KPIs of the *I Will Go* plan: both via an online form, with standardized summative information, and by a presentation during year-end meetings.

**Responsible Parties:** SID Presidential, Union Presidents

*KPI 10.5* SID departmental annual reports to SID EXCOM focus on their contribution to achieving the objectives and KPIs of the *I Will Go* plan.

**Responsible Parties:** SID departments, institutions, agencies