

# THE CUSP

The Collaborative Unified Strategic Plan  
for the MB Church of Canada

**SIDEWALK EDITION**



Canadian Conference  
of Mennonite Brethren Churches



## INTRODUCTION

A well-discerned strategic plan serves as a road map that facilitates the accomplishment of the organizational mission, vision, priorities, and values. Through a strategic plan, organizations reaffirm their reason for existing and keep within the framework of their mission.

Our plan will be known as the Collaborative Unified Strategic Plan (CUSP). It will articulate a shared vision for the MB church in Canada, its priorities, and its activities, and will determine and direct the actions of boards and staff.

## WHOSE PLAN IS THIS?

This strategic plan addresses the collective interests and focus of the Mennonite Brethren in Canada. The various Canadian and provincial ministries will utilize this document as follows:

### **National Council and the Executive Board**

The National Council and the Executive Board will use the strategic plan to make decisions and to exercise accountability. When tough decisions need to be made, leaders can turn to the strategic plan and ask, “Is this decision consistent with the priorities identified in the plan?” They can also ask, “Is this decision consistent with the values identified in the plan?” The National Council and Executive Board can use the strategic plan to monitor the performance of staff. “Is the organization achieving what we have set out to achieve?” If not, why?

Finally, the National Council and Executive Board can use the strategic plan to be accountable to the community. They can report what they have achieved according to the priorities set out in the strategic plan.

### **The National Ministry Team**

The National Ministry Team will use the strategic plan to develop their annual goals and budgets and will inform staff evaluations. The National Ministry Team can ask themselves, “How can I use resources to achieve the strategic plan’s priorities and activities?” They can also ask themselves, “Is this activity helping to achieve the priorities set out in the strategic plan?”

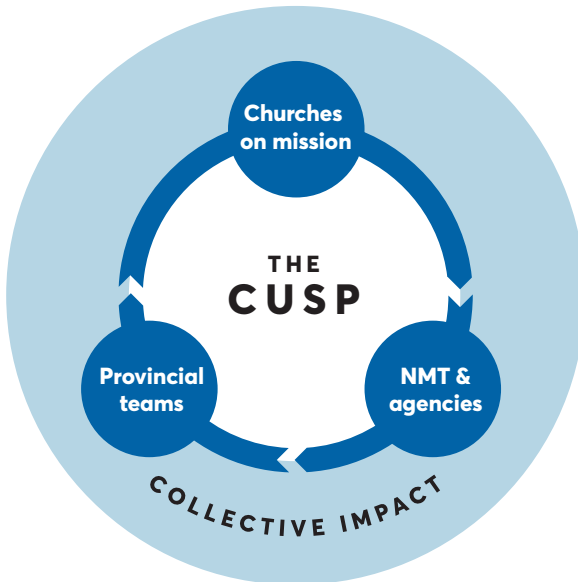
## Churches and Member Organizations

Community members use the strategic plan to hold the National Assembly, the Executive Board, and the staff accountable. Are they achieving the priorities set out in the plan? They also use it to recognize successes and accomplishments and to celebrate the progress towards a better future.

## WHAT IS OUR COLLECTIVE IMPACT?

In 2019, the MB churches approved a restructuring to implement the Collaborative Model in efforts to achieve a Collective Impact as a denomination.

Since provincial conferences are the closest organization to the churches in a given region, they will be the primary locus of coordination and distribution of resources. Agencies and the national office will work with and through provincial conferences. This model allows for flexibility and contextualization of what is delivered and how it is delivered.



## OUR MISSION/VISION

*To cultivate a community and culture of healthy disciple-making churches and ministries, faithfully joining Jesus in his mission*

### OUR VALUES

1. *We operate in dependence on God*
2. *We live by the guidance of Scripture*
3. *We expect transformational discipleship*
4. *We participate in God's mission*
5. *We are church-focused*
6. *We serve and lead together*
7. *We steward resources on God's behalf*

# STRATEGIC PRIORITIES AND ACTIVITIES

Based upon the above Mission, Vision and Values, the MB Church of Canada has determined and defined strategic priorities that help us get where we want and need to be. The table on the opposite page outlines our strategic framework, including the priorities and activities for the next five years.



EXPECTED OUTCOMES



These four outcomes continually feed into one-another and cultivate our MB Disciple-Making Ecosystem.

## KEY PERFORMANCE INDICATORS

The following indicators of strategic success may be used to measure and adjust goals:

### Spiritual Health & Theology

- Assessment results & trends (survey results)
- Participation level in equipping (conferences/events attendance)
- Effective new pastor credentialing and orientation
- Engagement with the Confession

### Leadership Development

- Assessment results & trends (survey results)
- Participation level in equipping
- Participation level in partnering
- Regional analysis collected by region.

### Mission

- Assessment results & trends (survey results)
- Participation level in equipping
- Participation level in partnering
- Number of churches started; number being established; number added to membership
- Number of new churches started as a result of our global outreach

### Organizational Health

- Assessment results & trends
- Participation level in equipping
- Participation level in partnering
- Number of requests/evaluations completed
- Number of churches involved in programs

### Denominational Health Dashboard for EB

- Growth/ shrinking patterns of membership/attendance
- Attendance at provincial/national conventions & total ballots cast (trend analysis)
- Financial support trends

### Principal Organization

- Church engagement
- Church financial support
- Member Organization report card (participation, program)

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