



### [Abbreviated Strategic Plan to move Famvin.org to .famvin || 2015-2017:](#)

The Internet profoundly touches every area of the way we live and minister. Against this backdrop, “famvin.org” recognized the need to read the signs of the times and capitalize on opportunities for affective and effective evangelization in service of the impoverished. It is crucial that we invite the digital generation of young people to join us in living the Vincentian charism, and promoting the Family’s goals in Collaborative Evangelization. To do so it is necessary to engage all Family members, especially the young, by using the Internet and digitally based media. There is a new guiding conception that is intimated in the original strategic plan. We’re talking about changing the guiding conception of famvin.org as a network of services, to “.famvin”: the virtual presence of the Worldwide Vincentian Family. “The famvin project” is what will make this presence possible and vital. What follows is a revised strategic plan which recognizes and guides the operationalization of the above-mentioned opportunities through implementation of technologies, engagement of constituents, and the use of distributed decision making.

***Project Name and purpose:*** The famvin project promotes “.famvin”, the virtual presence of the Worldwide Vincentian Family supported by a complex of resources, professionals, strategies, and volunteers promoting collaboration in service of the evangelization of the impoverished.

***Project Vision Statement:*** "The Vincentian Family connecting, collaborating and evangelizing."

***Project Mission Statement:*** "The famvin project creates and employs virtual spaces for the Vincentian Family to connect and to collaborate in evangelizing the impoverished, and prepares persons to engage in this mission -- in English, French and Spanish -- using available and emerging technologies."

## ***History***

In the early 1990's, the Superior General of the Congregation of the Mission and his Council began the process of bringing together the diverse branches of the Vincentian Family to use their unique gifts in collaborative ways to serve the impoverished more effectively. Digital media, an emerging force in society, became an ideal medium for the Vincentian Family to inform, form and foster collaboration to evangelize the impoverished. The website began in 1998 with a focus on news. A second phase came about in 2005 in the development of a wiki-based Vincentian Encyclopedia. "Vin-Formation" began in 2008, focusing on formation in the Vincentian charism and tradition. In 2010, with the cooperation of the Superior General of the Congregation of the Mission and his Council, "famvin.org" moved into the arena of social media to further expanding the range of digital support for the Vincentian Family via technology.

## ***Philosophy***

Evangelization of the impoverished is our ultimate goal. The Vincentian Family is composed of more than one million members who live and work in over 135 countries belonging to well over 100 entities who share in the Vincentian charism in their unique ways. It includes Catholic priests, brothers and sisters, lay men and women, as well as those of other Christian and non-Christian faiths.

Through the famvin project, the Vincentian Family has a means to exchange information with one another about their life and work all over the globe. The website and its social media channels provides them access to a fount of resources for formation of their members, both in direct service and advocacy and a way to learn and act collaboratively.

## ***Programs and Services***

The famvin project serves as the umbrella for the following major digital assets:

1. News
2. Reference Library
3. Formation Resources
4. Social Media communities and resources
5. Web-hosting services for VF-based initiatives, which include these 11 work projects:

In-house

- Vincentian Family Haiti Initiative

- .famvin national sites ( Polish and Italian)
  - Vincentian Family Collaboration Commission (VFCC)
- Other
- CMGLOBAL, supports 55 provinces and vice-provinces through official and extensive Email system and a web site
  - CM International Formation Center (CIF)
  - International CM Missions
  - CM Vincentian Solidarity Office (VSO)
  - CM Patrimony Fund of the VSO
  - Ladies of Charity, USA
  - CM Eastern Province, Congregation of the Mission (USA)
  - Germantown, PA Systemic Change Initiative (USA)
  - St. Vincent de Paul Youth and Young Adult Center (USA)

Many members of the original “famvin.org” team also served and continue to serve as consultants to branches of the Vincentian Family for the creation and support of their websites and communications plans.

## *A Vision for the Future*

### A. Goals:

- to create a multilingual, multicultural digital resource, regularly updated, utilized by the Vincentian Family and collaborators, especially the young, and one that will be fiscally viable;
- to serve the real needs of the Vincentian Family by promoting mutual awareness, ongoing formation in spirituality, heritage, mission, values, and ministry;
- to be accessible to the Vincentian Family all over the world, focusing where internet access is difficult to procure on a regular basis;
- to be relevant to the ever changing manifestations of poverty throughout the world by providing information, formation, and resources so that members of the Vincentian Family will be able to respond to the signs of the times with a coherent, collaborative and effective evangelization strategy;
- to identify and exploit each "digital evangelizing moment," which is a specific transient instant that spans multiple channels and ecosystems.

### B. Objectives

1. **To expand and maintain DIGITAL RESOURCES:** suitable for large groups, small groups, youth, missionaries, self-study / personal growth, in three languages. These resources will be collected, categorized and/or distributed as News, Formation Resources and Research Materials, and Social Interactions. Each of these categories will be developed specifically to promote and to teach a collaborative style of evangelization.
  - 1.1. **News.** *To ensure a timely, international news feed,* we will
    - 1.1.1. Identify and build relationships with media people from VF branches,
    - 1.1.2. Create regional and/or national teams of "reporters,"
    - 1.1.3. Review the Internet for VF resources
    - 1.1.4. Seek to be relevant and timely in our news and views. Thus, we need to:
    - 1.1.5. Define a team of people who can point out the relevance of our charism to the news of the day.
    - 1.1.6. Anticipate major events and define strategies for their coverage;

- 1.1.7. Create and update a calendar of major VF events and feasts; and
- 1.1.8. Stimulate social media activity.
- 1.2. **Formation Resources and Research materials. To develop strategies on multiple levels** for initial and ongoing formation and training for formators, we will:
  - 1.2.1. Create relevant resources that can be used,
  - 1.2.2. Adapt existing resources for others use, and
  - 1.2.3. Compile directories of existing resources.
  - 1.2.4. Foster digital means of collaboration, including conferencing, creation of digital communities of interest, and conduits for information seeking and sharing.
  - 1.2.5. Develop organized access to and maintenance of reference materials by:
    - 1.2.5.1. Vetting material that is already available,
    - 1.2.5.2. Weeding out current offerings available in other places and substituting links to comparable resources,
    - 1.2.5.3. Translate original material,
  - 1.2.6. Provide external links to sources.
- 1.3. **Social Interactions: To re-orient, develop and strengthen the VF presence** in digital social media, we will
  - 1.3.1. Use social media as a source of information, a platform to create communities of common interest, a clarion call to attract others, and a springboard to promote the **New Evangelization**.
  - 1.3.2. Catalogue and develop Vincentian Family use of social media,
  - 1.3.3. Teach best practices in the use of social media,
  - 1.3.4. Create regional and/or national teams of “dialogue partners,”
  - 1.3.5. Use social media channels as the primary source for generating feedback and an data for shaping the Project in the future,
  - 1.3.6. Collaborate with VFCAP in teaching the use of social media in promoting, developing and implementing collaborative projects.
- 2. **To operate in a FISCALLY SOUND manner: Confronting the fact** that the Project will always be dependent on subsidies from branches of the Vincentian Family. We will
  - 2.1.1. manage funds well,
  - 2.1.2. seek grants,
  - 2.1.3. promote local fundraising, and
  - 2.1.4. reduce dependence as much as possible.
- 3. **TO STRENGTHEN NON-ENGLISH FAMVIN.ORG WEB SITES AND .famvin MEDIA CHANNELS: Through wider participation** of Vincentian Family members from other countries and cultures, we will improve the reach and effectiveness of the non-English language sites. To do this we will

- 3.1. Encourage VF leadership to train members to do communications work,
- 3.2. Offer VF leaders resources on communications training programs, and
- 3.3. Implement objective 1.0 in all three languages.

### Notes on Organizational Structure: now and toward the future

*As a collaborative ministry of the Worldwide Vincentian Family, .famvin is responsible to the Vincentian Family Executive Committee. It is administered for the term of this plan by an Project Director, Aidan R. Rooney, C.M., with a consultative body called the Famvin Project Group, composed of the following people:*

- *John Freund, CM: Founder*
- *Joe Agostino, CM: Coordinator of the Vincentian Family Office*
- *Beth Nicol: Web Master / IT Coordinator*
- *Monica Watson: Formation Design Specialist*
- *Javier Chento: .famvin español*
- *S. Margaret Marie Clifford, DC: Advancement Director of VFO*
- *Tomasz Zielinski: Special Projects and Media*

Members of this group, according to their competencies, are responsible for assisting the international coordinator in:

- the ongoing supervision and development of the project,
- raising the necessary funds for this work,
- the ongoing evaluation of the Plan and initial development of the Project,
- the future strategic planning and evaluation post 2017. At the end of the plan's term (June 2017) .famvin will be led by an International Coordinator who is supervised by *the Coordinator of the Vincentian Family Office*.

The .famvin Project Director will serve as interim International Coordinator and direct the efforts of teams of people who help to realize its goals and complete its ongoing work. Briefly, those teams and their responsibilities are:

- a) *IT Team*: responsible for providing and monitoring a stable, functional platform for all Project activities. **Leader: Beth Nicol.**
- b) *Social Media Team*: responsible for developing a utilized social media network; cataloging and developing the uses of social media by the Vincentian Family; as well as highlighting and documenting best practices among them and in the Social Media world. **Leader: Aidan Rooney.**
- c) *Research Editorial Team*: responsible for the organization of the reference material on the English site, weeding out duplicated materials offered in other places and additionally providing links to relevant sources of information beyond famvin.org for the other language sites. Curate documentation at Scribd. Create French and Spanish documentation at Scribd. They are also responsible to vet the material offered on the site. **Leader: John Freund.**

- d) Formation Resource Team: responsible to create new material for initial and ongoing formation, to adapt existing resources for the use by others, and to formulate a comprehensive directory of existing materials. **Leader: Monica Watson.**
- e) News Services Team: responsible to form a team of reporters from across the globe that will provide fresh pertinent information to famvin.org for publication. **Leader: Javier Chento.**

These teams will meet at least once a year (virtually) to coordinate their work with one another. They meet at other times, as needed.

### *Timeline to Achieve these Goals and Implement the Plan*

The first priority is to name the team coordinators and initial members.

At a virtual meeting in March of 2016, each team leader, having consulted with the coordinator, will present her or his team members. The team leaders will have until April 30, 2016 to organize their work.

**By June, 2016, the coordinator will present to the FamVin Project Group the timelines and work plans for the work of each team.**

**By June of 2016, major site revisions should be in place and teams and other contributors functioning.**

**By December of 2016, the Project Coordinator will submit his recommendation of the person to lead .famvin into the future.**

**By January of 2017, the project is fully functioning and achieving its measurable targets.**

**June 1, 2017: the new International Coordinator begins her/his mandate.**

### *Evaluation Process*

The success of this work will be measured by:

- a) The creation of well-functioning teams;
- b) The ability of the Project to expand its reach across all language groups and generations.
- c) The identification of adequate fiscal resources to continue this work.
- d) The identification and implementation of a coherent editorial and managerial structure.

The Teams will report monthly to the Coordinator on the current state of the realities they have been asked to undertake. They will submit, through the Coordinator, to the Famvin Project Group a report on their accomplishments and challenges by May 30, 2016.

### *Conclusion*

**The strategic plan is meant to improve the reach and effectiveness of all the sites and channels of .famvin , especially the Spanish and French resources. “We have not only been called to serve the poor but we have been called to invite others to do the same.” (Quote attributed to St. Louise)** The above plan embodies an overall strategy to use the ever-emerging tools of technology to engage and support all the followers of Vincent and Louise around the world as they collaborate in evangelizing

the impoverished. “Nature makes trees put down deep roots before having them bear fruit, and even this is done gradually. Our Lord acted in this way in His mission, leading a hidden life for a very long period before manifesting and devoting Himself to the works of our redemption.” (CCD: V: 219).