Vision and Strategy

This document describes the vision of the unfoldingWord project and the current strategic plan for achieving it. Areas of tactical priority are listed for the current quarter. The strategic plan is revisited by the unfoldingWord team yearly (and as needed) and areas of tactical priority are revisited monthly and quarterly.

Definitions

Due to the nature of the unfoldingWord project, it is helpful to have a consistent vocabulary for terms of strategic and tactical significance. The definitions of these terms are provided here (the full lists is at https://unfoldingword.org/glossary).

GATEWAY LANGUAGES (GL)

- **gateway language:** a language of wider communication through which content can be delivered to every other language, via translation by bilingual speakers.

- **the gateway languages:** the smallest subset of gateway languages worldwide that covers 100% of all other languages.

In the unfoldingWord strategy for equipping the global Church, each GL will go through 3 stages:
closed ➤ phase 1 open ➤ phase 2 open.

- **closed gateway:** a GL that does not have what is needed for "Phase 1 Open" or any activity started to that end.

- **opening gateway:** Church networks are actively translating everything needed for "Phase 1 Open".

- **phase 1 open ("partially open"):** a GL that has tA (vol 1) + OBS + OBS tN/tQ/tW (vol 1) + tools/metadata translated and available in accessible formats.

- **phase 2 open ("open"):** a GL that also has the tA (vol 2) + a literal Bible + a dynamic Bible + Bible tN/tQ/tW (vol 2) translated and available in accessible formats.

OTHER LANGUAGES (OL)

Each language on the other side of a GL will go through 3 stages:
locked ➤ phase 1 unlocked ➤ phase 2 unlocked.

- **locked language:** the status of every language that is behind a closed Gateway Language, in terms of access to resources needed for perpetual "Bible translation 3.0" with excellence.

- **unlocked language:** a language where the Church that speaks it has unrestricted access to all content, tools, and training needed for translation and checking of biblical content with excellence through an open Gateway Language.

    - **phase 1 unlocked:** a language that has access to tA (vol 1) + OBS + OBS tN/tQ/tW (vol 1) + tools/metadata through a Phase 1 open GL.

    - **phase 2 unlocked:** a language that also has access to the tA (vol 2) + a literal Bible + a dynamic Bible + Bible tN/tQ/tW (vol 2) through a Phase 2 open GL.

- **equipped language:** an unlocked language with adequate biblical content in accessible formats.

- **adequate biblical content:** (considered as the lowest threshold where a Church has basic content and the capacity to acquire as much as they want in addition) this could be a Church-accepted translation of Open Bible Stories, a Gospel, or a self-determined (Church) assessment of "no (further) need."

- **accessible formats:** biblical content in a medium (e.g. text, audio, video) that meets the need of the Church and is available with the freedom to translate, adapt, redistribute and use in any way they desire.

BHAG™

The Big, Hairy, Audacious Goal we want to accomplish and by when.

Adequate biblical content in unrestricted, accessible formats in every language within 9 years.

Countdown to: Dec 31, 2024 11:59 UTC

Core Values

The rules and boundaries that define the culture and personality of the unfoldingWord project.

- **everyone** — without exception, the Church in every people group will have adequate biblical content in their own language.

- **excellence** — above all else, we strive for excellence in everything we do.

- **unstoppable** — sustainable strategies, effective processes, scalable tools, unrestricted biblical content.

Purpose

The heart of the unfoldingWord project.

- **unstoppable** — we believe God will be glorified through a movement of Bible translation in every language that cannot be repressed.

Brand Promises

Compelling, self-evident, and distinctive features of the unfoldingWord project.

- **always open** — everything we create is made available under a license that irrevocably grants the entire Church unrestricted freedom.

- **biblically faithful** — we are committed to clear and accurate communication of God's Word in every culture.

- **quality media** — we enable the Church to produce media of the best possible quality that meets their needs.

- **accessible** — all content is freely available and redistributable in suitable formats.

- **Church-centric** — we seek to serve the Church in every people group by equipping them for perpetual, self-sufficient translation of biblical content with excellence.
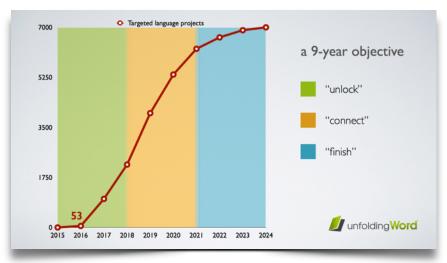
Kept Promise Indicators (KPIs)

The metrics by which others can determine if the unfoldingWord project is keeping its promises.

- **always open** — percentage of published content available under open licenses (goal: 100%).

- **biblically faithful** — percentage of published content that is identified as to the level of checking that has been performed in coordination with the Church that speaks that language, in accordance with the Translation Guidelines and Statement of Faith (goal: 100%).

- **quality media** — percentage of published content that attains the highest level of production quality that meets the needs of the Church (goal: 100%).

- **accessible** — percentage of published content that is available free of charge and in formats that meets the Church's needs (goal: 100%).

- **Church-centric** — percentage of the global Church that has access to essential tools, training, and content needed for translating biblical content with excellence through a GL they understand (goal: 100%).

Strategic Priorities

What we plan to accomplish at set points on the way to accomplishing our BHAG.

Based on our understanding of the missiological and sociolinguistic context of the world today we expect the completion of the unfoldingWord project to take not longer than 9 years from

now. We anticipate the number of targeted translation projects to approximately follow a trend line like this (see chart):

The tactical priorities of the unfoldingWord project comprise three phases, anticipated to take not longer than 3 years each.

Phase 1 (years 1-3): "UNLOCK"

- **create** effective content, tools, training necessary for Bible translation with excellence.

- **identify** every Gateway Language

- **push** all content, tools, and training to every Gateway Language together with like-minded Church networks

Phase 2 (years 4-6): "CONNECT"

- **connect** existing Church networks to the open GLs

- **ensure** all Church networks are well-served by content, tools, training

Phase 3 (years 7-9): "FINISH"

- **research** all remaining people groups without biblical content

- **develop** networks and tactics to ensure all people groups become equipped with adequate biblical content in their own language.

Tactical Priorities

This year (FY 2015, ending 30 Sep 2015):
- finish building first versions of content, tools, training
- test what we build with the Church in many parts of the world
- adjust and refine the content, tools, training for optimal effectiveness worldwide

This quarter (ending 30 September, 2015):
- completion of translationAcademy
- publishing of Scripture on uW website and in uW mobile app
- "production-ready" end-to-end translation & publishing
- full media capability in uW online and mobile
- evaluation of computer assisted translation tools for Bible translation
- preparation for translationAcademy + Tools workshop
- OBS media complete in English
- phase 1 of translationDatabase GL dashboard complete
- list of known GLs is finalized
- initiation of GL opening in 25 "core" (unambiguous) GLs