CCCA Strategic Plan 2026–2029

Building a stronger community for Christian journalists and communicators across Canada

Our vision

A Canada enriched by thoughtful, vibrant Christian journalism and communications.

Christian journalism and communications are changing. Many of us work in small organizations or independently, navigating new technologies, shifting audiences and financial pressures. More than ever, we need opportunities to connect, learn from one another and strengthen our work.

Over the next three years, the Canadian Christian Communicators Association (CCCA) aims to become a more connected, useful and visible national network, welcoming new voices while supporting the people and organizations already doing this important work.

Our proposed purpose is simple:

CCCA connects, equips and champions journalists and communicators working in Christian media and organizations across Canada.

Our six strategic priorities

CONNECT — Build community
Strengthen relationships among members through our monthly Water Cooler gatherings, more opportunities for informal exchange, better communication and a stronger welcome for newcomers.

EQUIP — Support professional growth
Offer learning, mentorship and professional development through conferences, webinars, workshops, partnerships and shared expertise.

AMPLIFY — Help excellent work reach more people
Explore ways to showcase and share outstanding Christian journalism and communications, helping members reach audiences beyond their own organizations and raising the profile of our field.

GROW — Welcome new members and perspectives
Reach out to students, emerging professionals, Christian media, denominations, charities

and communications practitioners across Canada. Build a membership that reflects a wider range of generations, regions, traditions and professional experiences.

CELEBRATE — Recognize excellence
Maintain and strengthen our annual awards program, ensuring it remains credible, relevant and representative of the breadth of Christian journalism and communications in Canada.

STRENGTHEN — Build for the future
Review our governance and legal structure, including the possibility of incorporation; clarify board responsibilities; and strengthen the financial, administrative and organizational systems needed to sustain CCCA's work.

How we'll make it happen

CCCA will adopt a **President + Strategic Leaders + Working Groups** approach. Each priority will have a designated leader, supported by small groups of members and volunteers. This will distribute responsibility, invite wider participation and help maintain momentum between board meetings.

The board will also focus on recruiting new leaders, strengthening financial sustainability and ensuring that our administrative capacity keeps pace with our ambitions.

What this means for members

We want CCCA to be an association where members feel connected, supported and proud to belong — where they can find colleagues, develop their skills, share their work, celebrate one another's achievements and contribute to the future of Christian journalism and communications in Canada.

This is a proposed three-year direction, not a fixed list of projects. Specific initiatives will be developed and prioritized as resources allow, with opportunities for members to contribute their ideas, expertise and energy.

How can you make a meaningful contribution?

Presented for discussion at the CCCA Annual General Meeting — October 30, 2026.