

A satellite is shown in space, oriented diagonally. It has a cylindrical body with a grid of solar panels on top. A thruster at the bottom is firing, creating a bright blue and white plume. The background is black with several stars.

a communications strategy for triratna

INTERNATIONAL COUNCIL



/ 2019 MEETING STRATEGIC VISIONING PRIORITIES

communications

“a request that the international council commit to being the home to develop a joined-up communications strategy as a priority..”

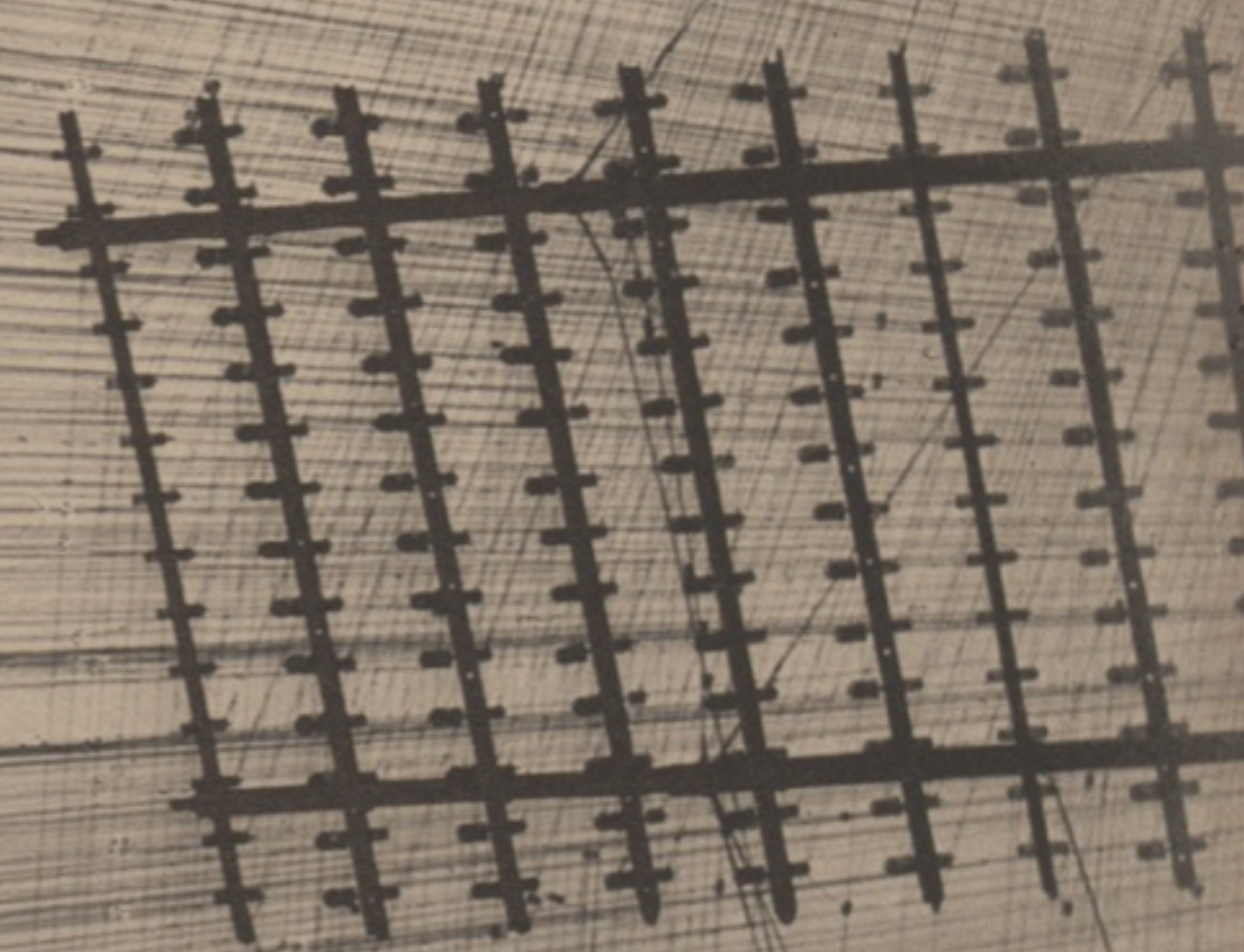


/ COMMUNICATIONS STRATEGY WORKING GROUP

[aryajaya](#) international order convenor | [ratnavyuha](#) deputy chair of the college | [kuladharini](#) european chairs exec
[candradasa](#) dharmachakra director | [akasajoti](#) international council convenor

- review communications in triratna
- recommend a structure for the development and oversight of a strategic approach to communications in triratna: in relation to the three strands; both internal and external to Triratna; relevant to the order and movement internationally; guided by the principles of our Order and Community; which could offer appropriate direction for the prioritisation of funding
- propose mechanisms to ensure it has appropriate oversight, and adequate relationship, both with the central institutions of the three strands, and teams and individuals with responsibility for media and communications work within Triratna.

why?



/ WHY?

- growth
- working with the media
- working online
- commonality + diversity
- money + resources

/ OUR CONTEXT + THE SCOPE OF THIS STRATEGY

an international community

made up of a network of autonomous charities, with distributed, not centralised, communications systems
individual strands, projects, institutions, and centres hold responsibility for developing and maintaining their
own communications plans and processes

in relationship with a shared framework of aims and principles of communications

participating in co-ordinating structures which are able to hold some oversight and guide strategy for us
collectively

Fig. 1

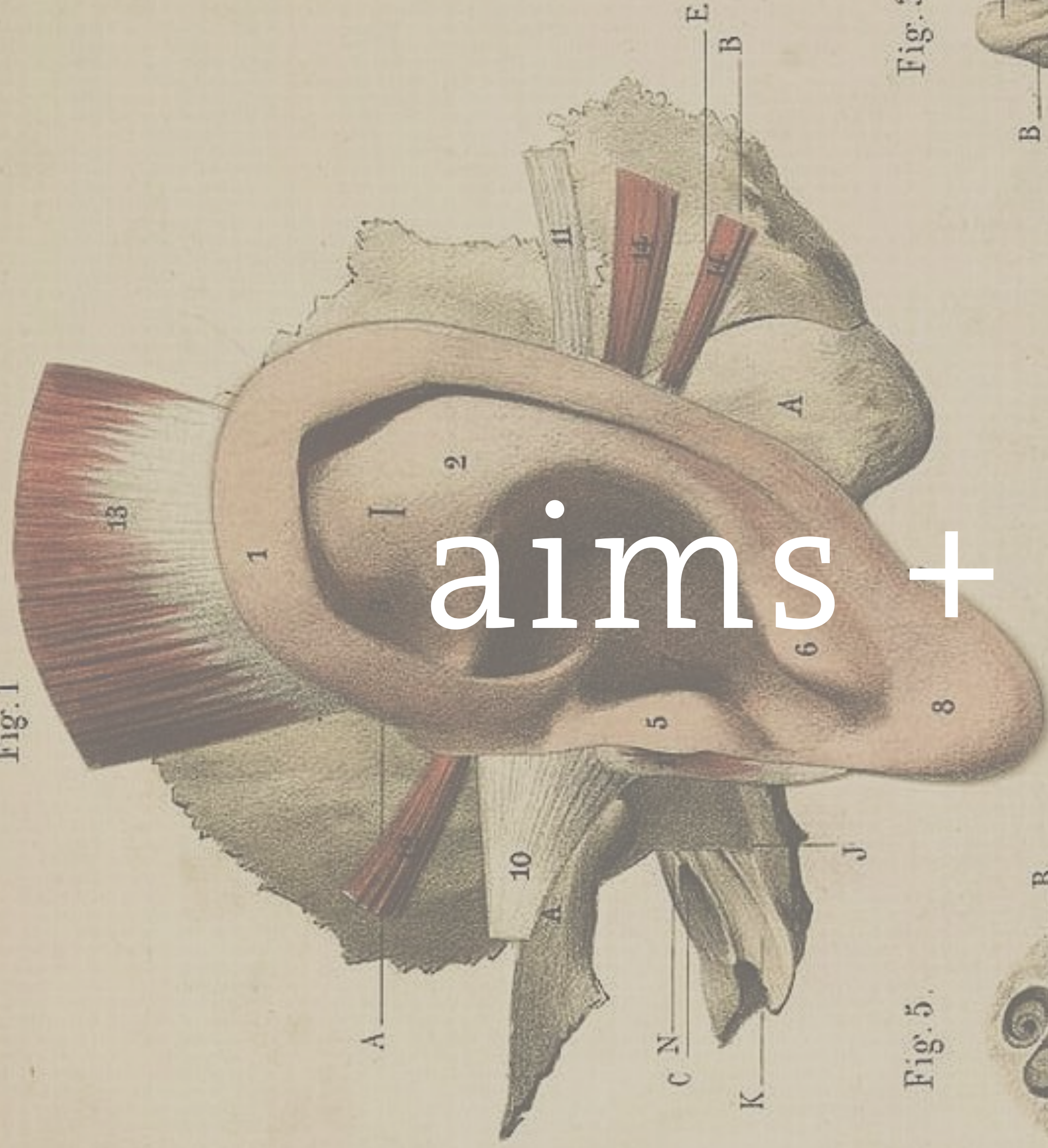


Fig. 5.



Fig. 2.

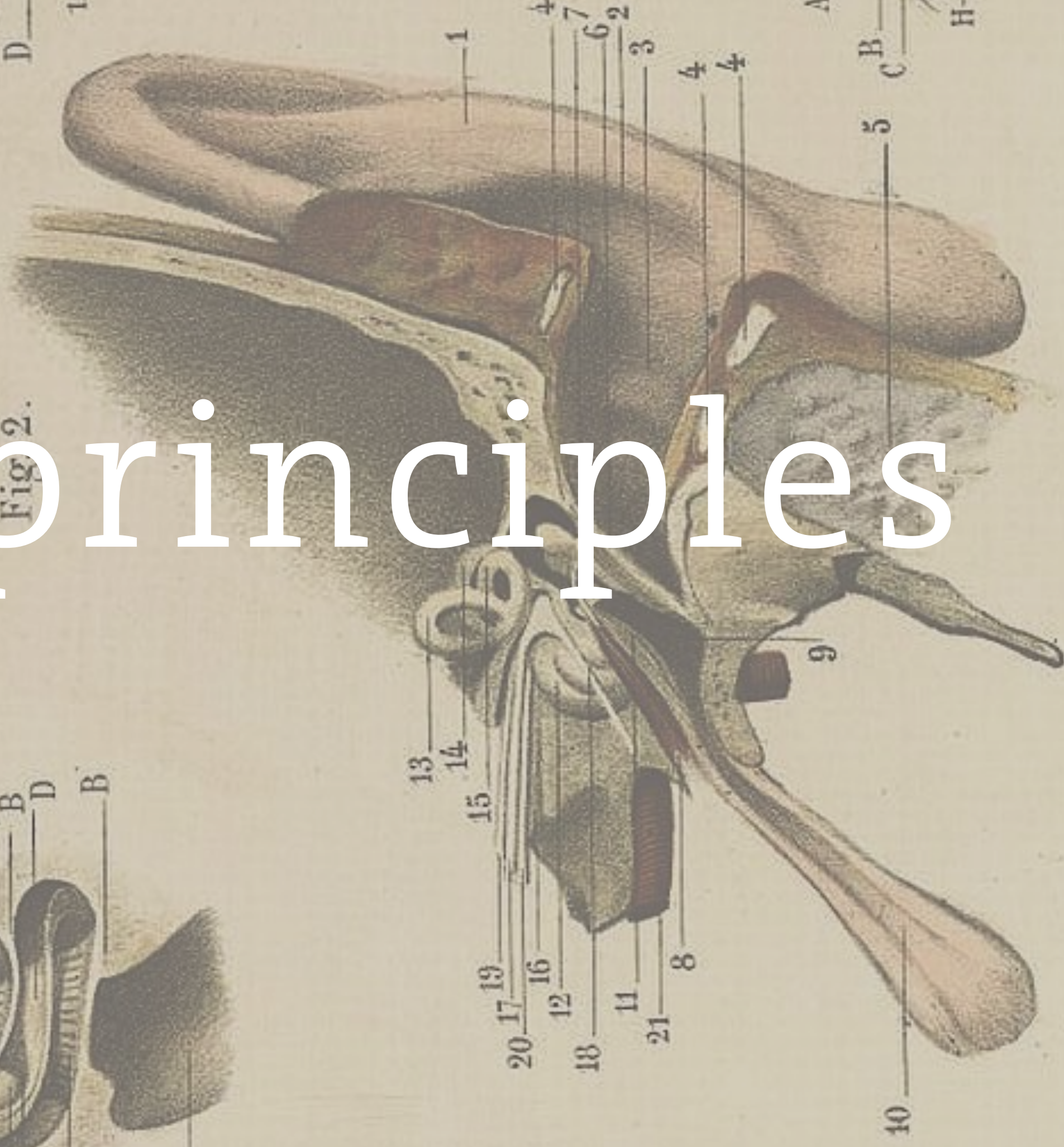


Fig. 3

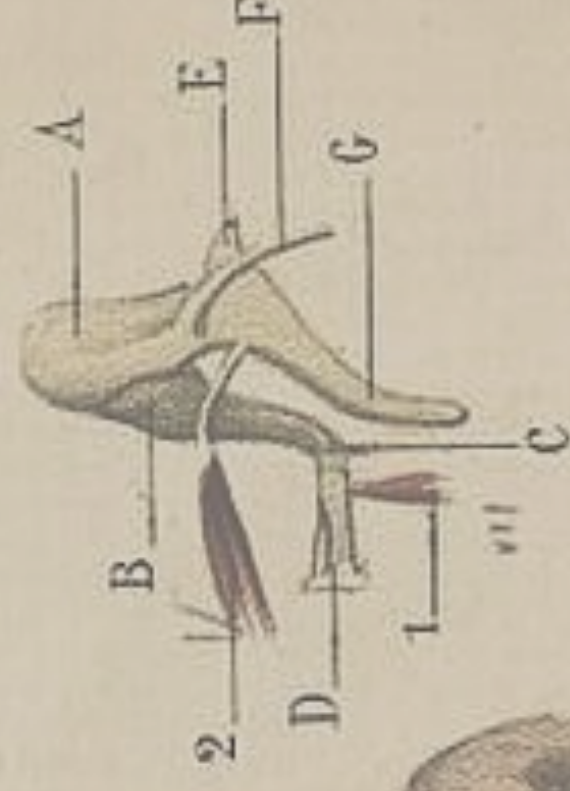
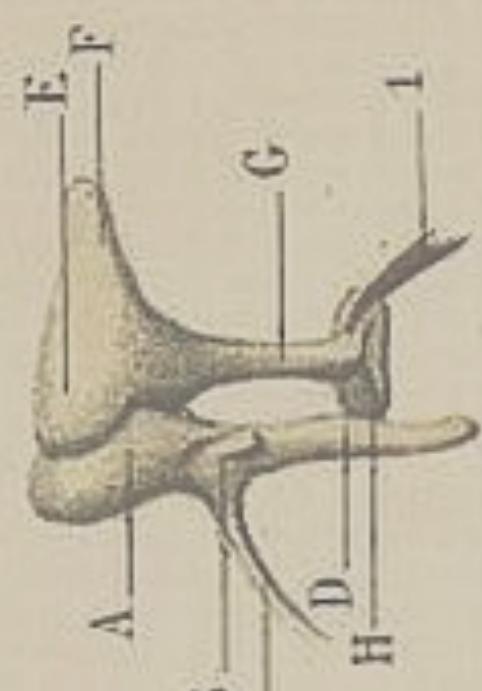
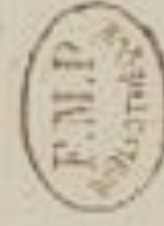


Fig. 4.



Ed. Cuyer del et pinx.

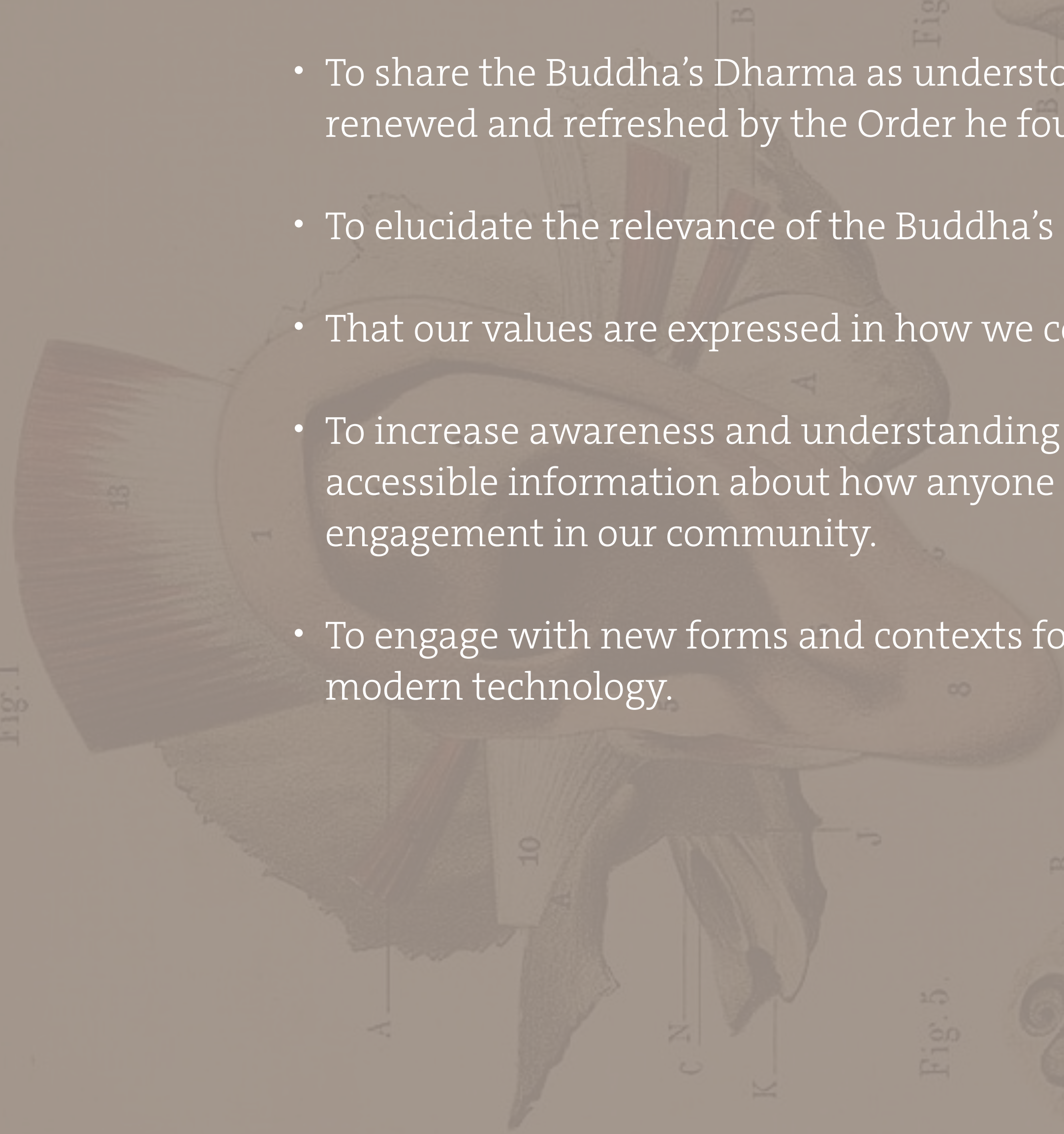


Imp. Lemercier & C^{ie} Paris

APPAREIL AUDITIF.

Publié par J.B. Baillièrè & fils à Paris.

Fig. 1



/ AIMS OF COMMUNICATIONS IN TRIRATNA

- To share the Buddha's Dharma as understood and expounded by Urgyen Sangharakshita, a living tradition renewed and refreshed by the Order he founded.
- To elucidate the relevance of the Buddha's example and teaching in today's world for all generations.
- That our values are expressed in how we communicate as well as in what we say.
- To increase awareness and understanding of Triratna, it's structures and activities, providing clear and easily accessible information about how anyone can connect with Triratna and find pathways to deepen their engagement in our community.
- To engage with new forms and contexts for communications, arising particularly from the Internet and modern technology.

Fig. 5.



Fig. 2

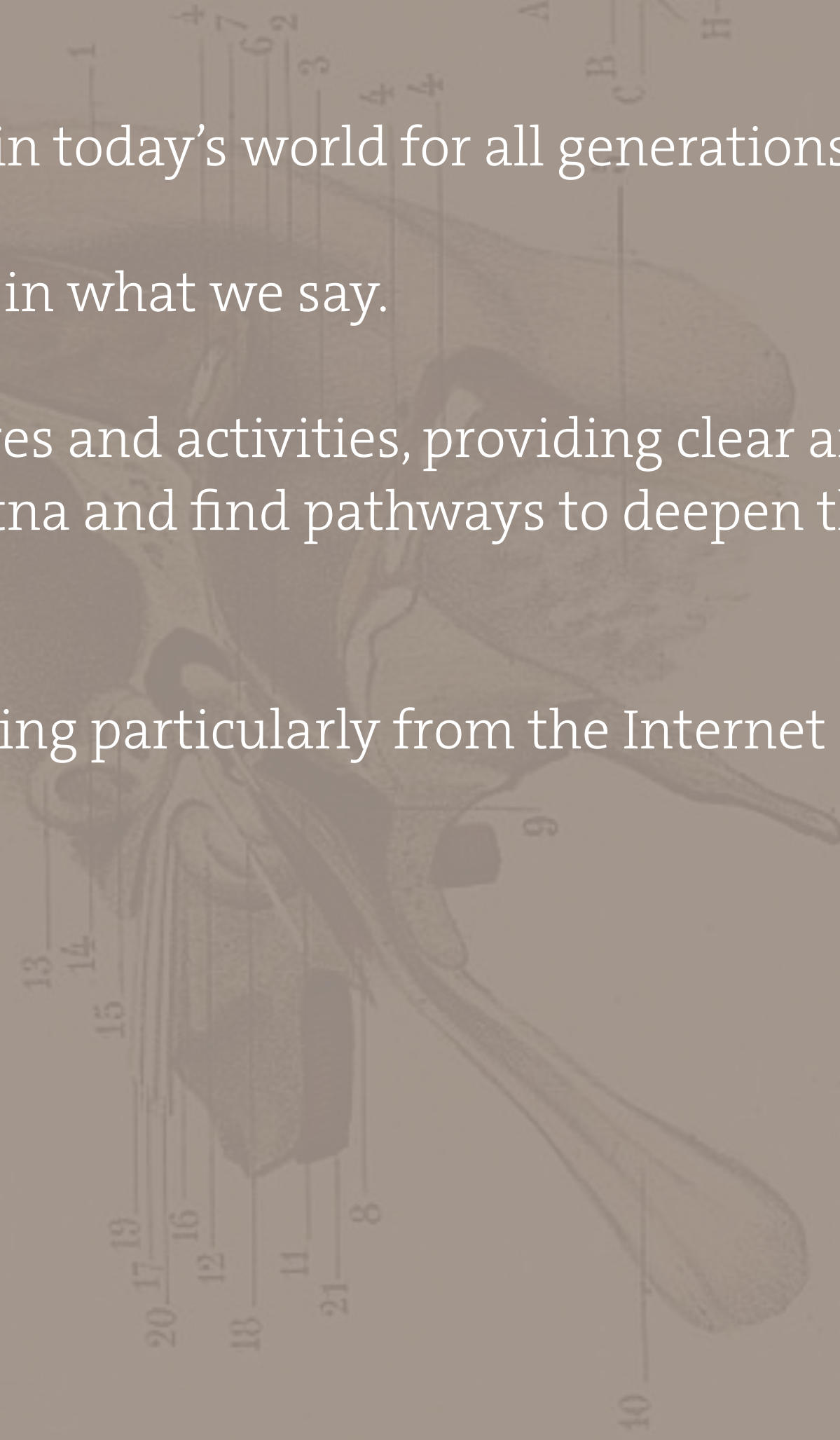


Fig. 4.

/ PRINCIPLES OF COMMUNICATIONS IN TRIRATNA

- We recommend for each strand to hold responsibility for its communications needs and strategy, and, as part of developing their strategy to participate in joined-up vision and processes through the three-strand structures outlined here.
- We recommend that all communications work in our community considers its relationship to this joined-up communications strategy to whatever degree appropriate. Where possible, we encourage consensual, collaborative, considered processes, across institutions.
- We recommend that we apply any relevant aims of the International Council to this work.
- We recognise that maintaining harmony in online spaces is challenging, complex, and a relatively new area in our collective Dharma life as a community. Therefore throughout Triratna we wish to see a culture develop where the four speech precepts are clearly established as the basis for all of our communications, individual and collective.
- Triratna's communications should have as a basis the dharmic principles we share that ensure a high degree of commonality with regard to practices and teachings; and reflect and express the diversity of our Order and the different aspects of our community.
- We undertake to communicate openly and appropriately about controversy in our community, supporting confidence and trust, and making clear that the problematic attitudes and ideas identified by the Adhithana Kula do not form any part of Triratna teaching today.



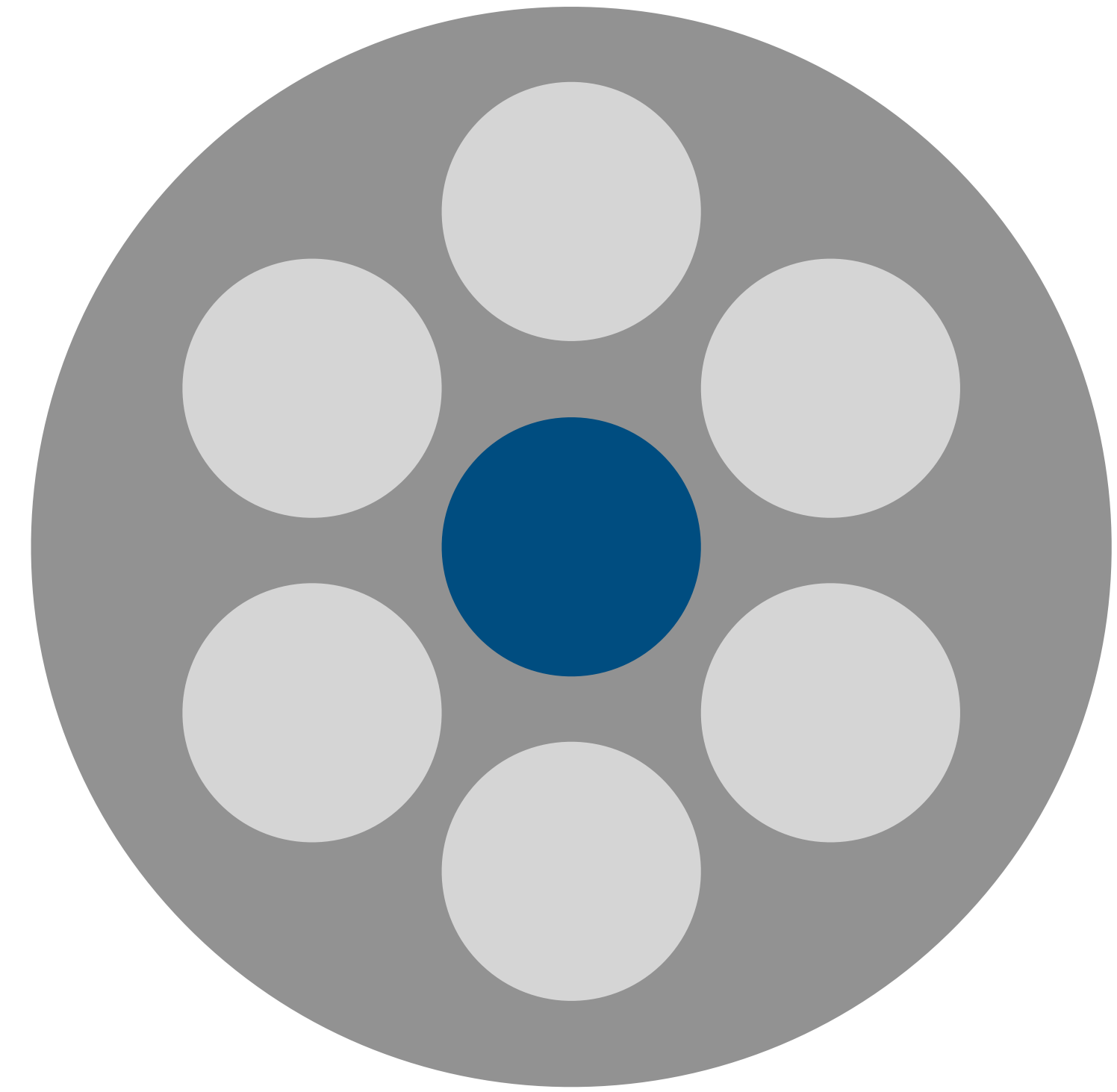
structures

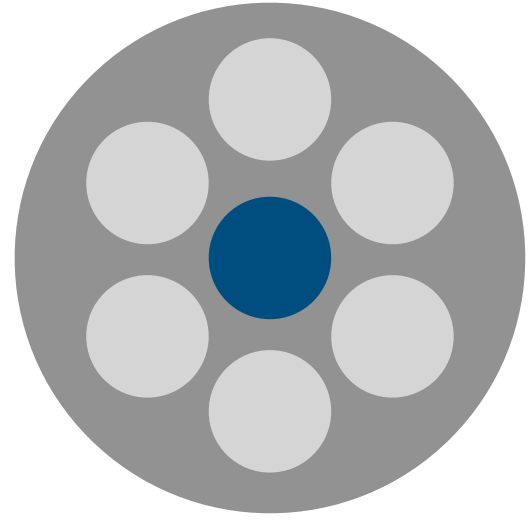
international council

6 area councils

– 2 representatives of each strand

steering group

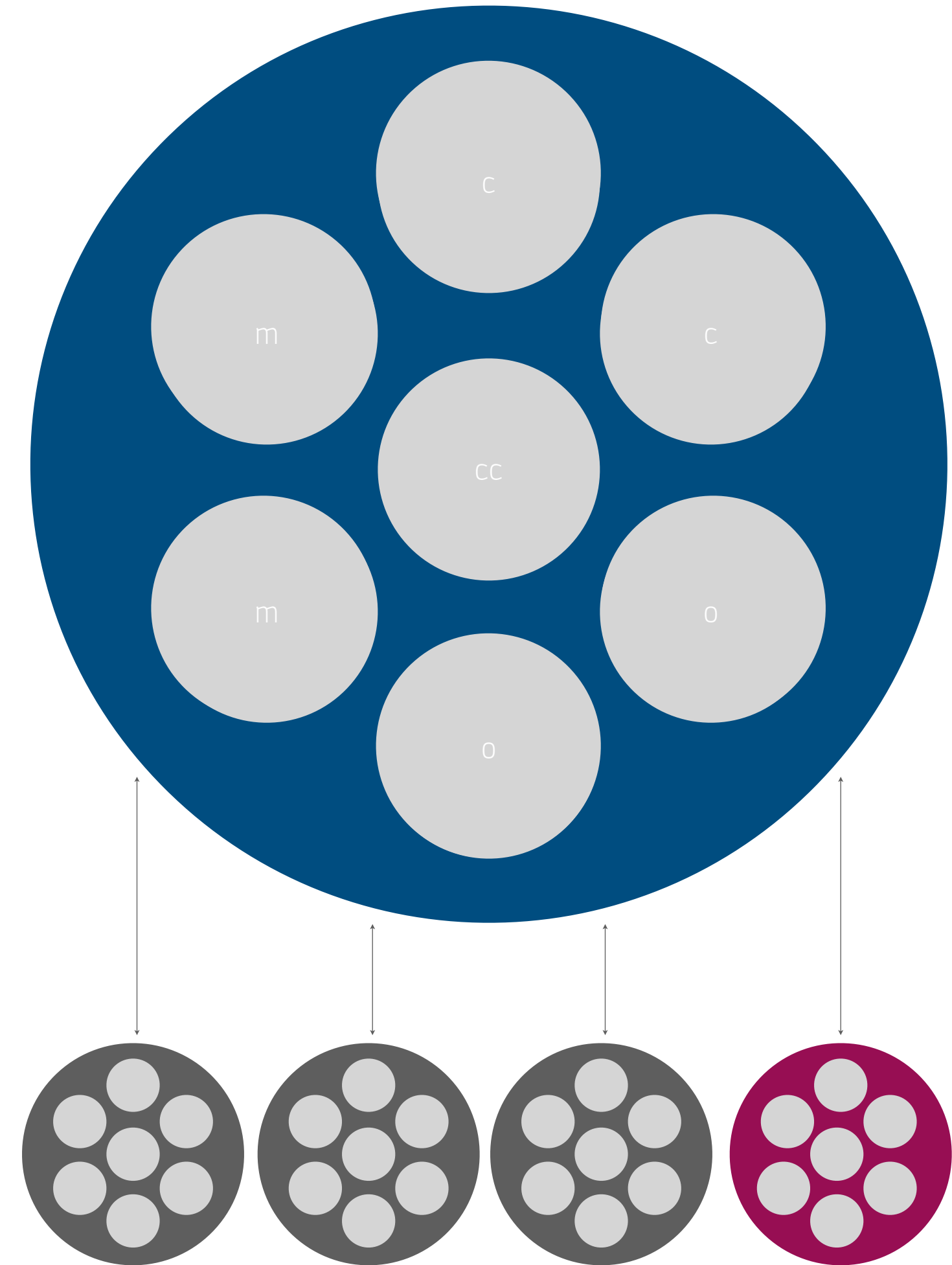


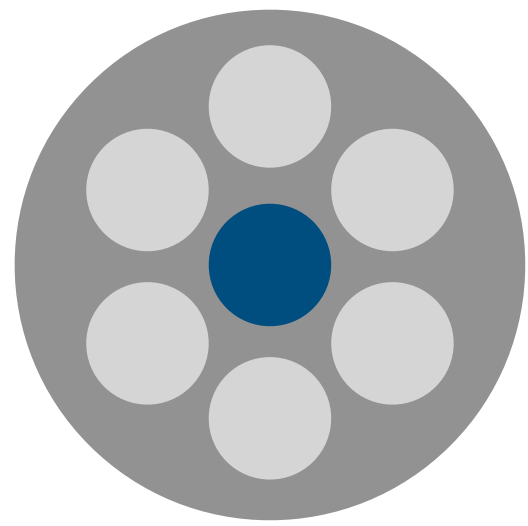


steering group

college chair + 2 college reps
2 international order convenors
2 movement reps

mandates **working groups**





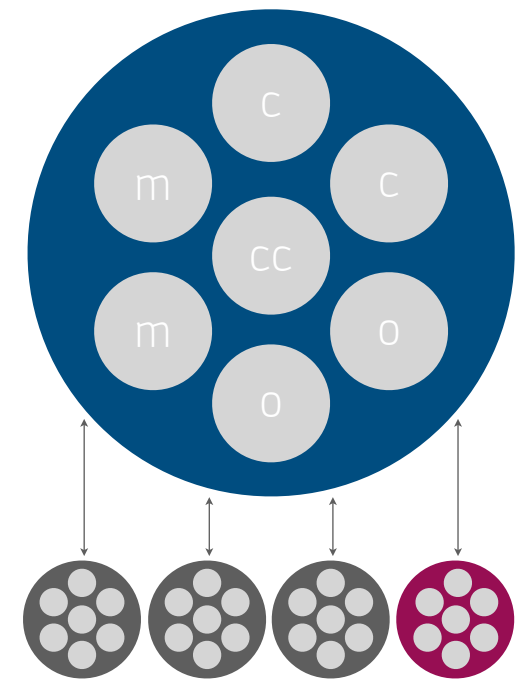
communications working group

college rep; order rep; movement rep

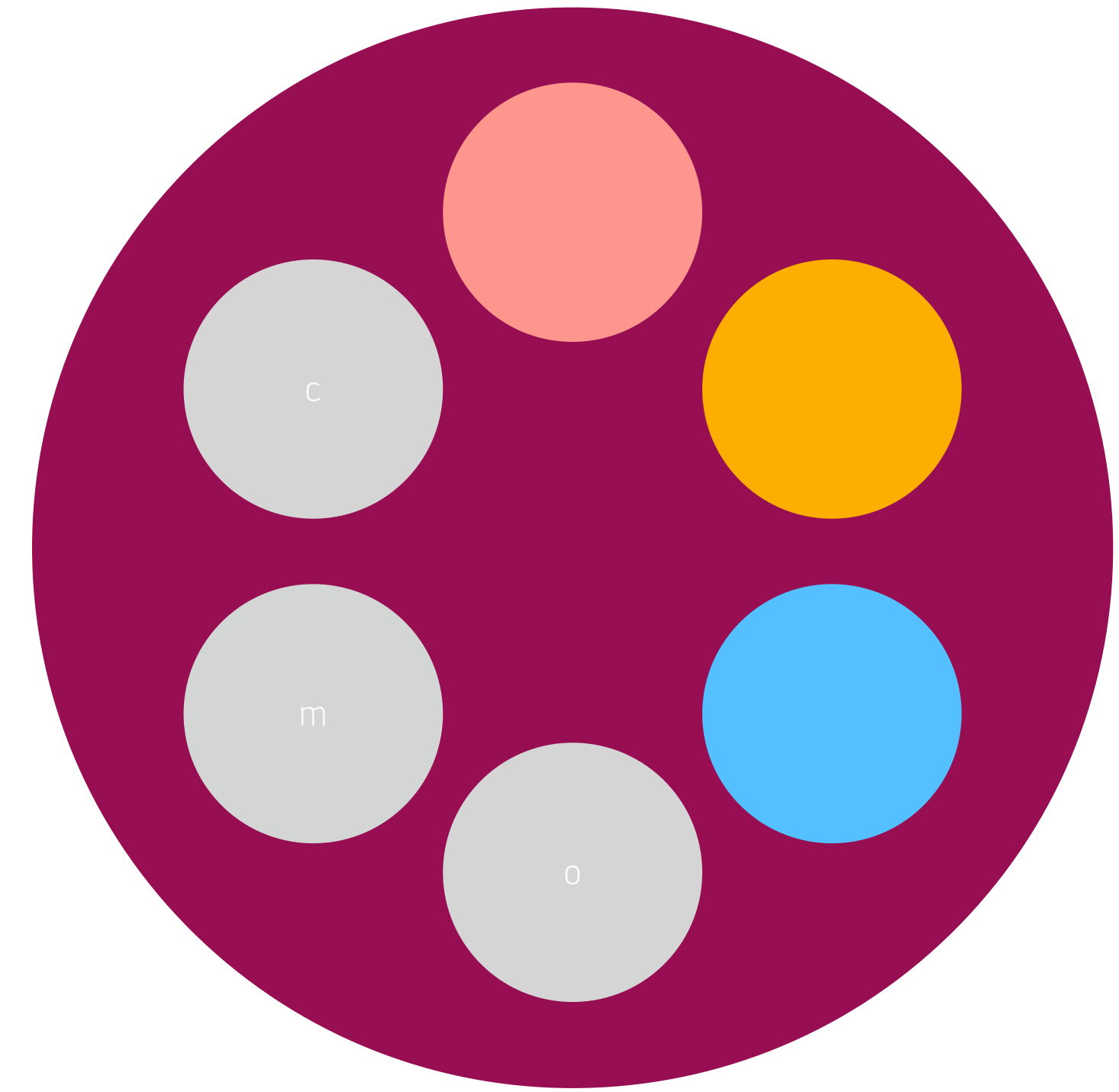
director of dharmachakra

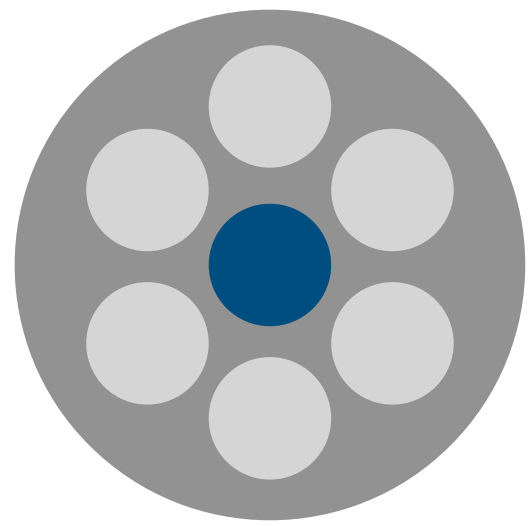
international council convenor

communications officer



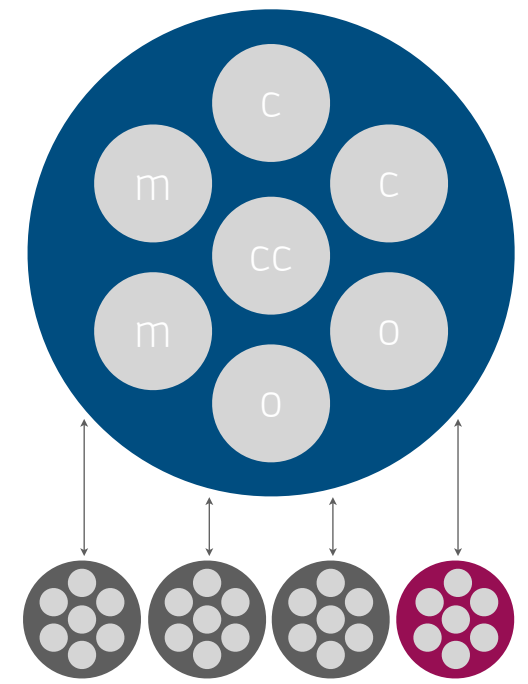
responsible for digesting strand perspectives, forming and reviewing strategy. accountable to, and derives its mandate from, the steering group



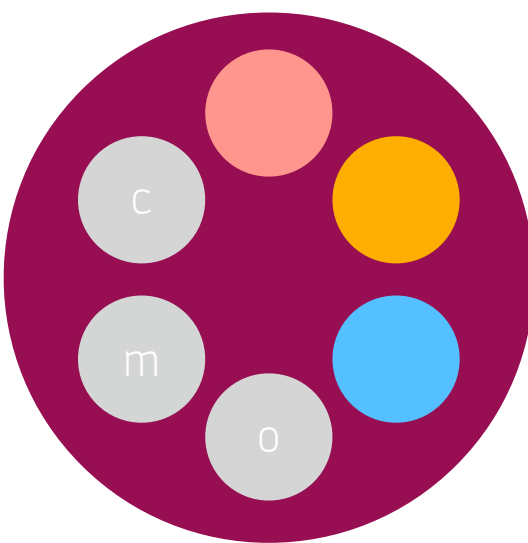


triratna communications kula

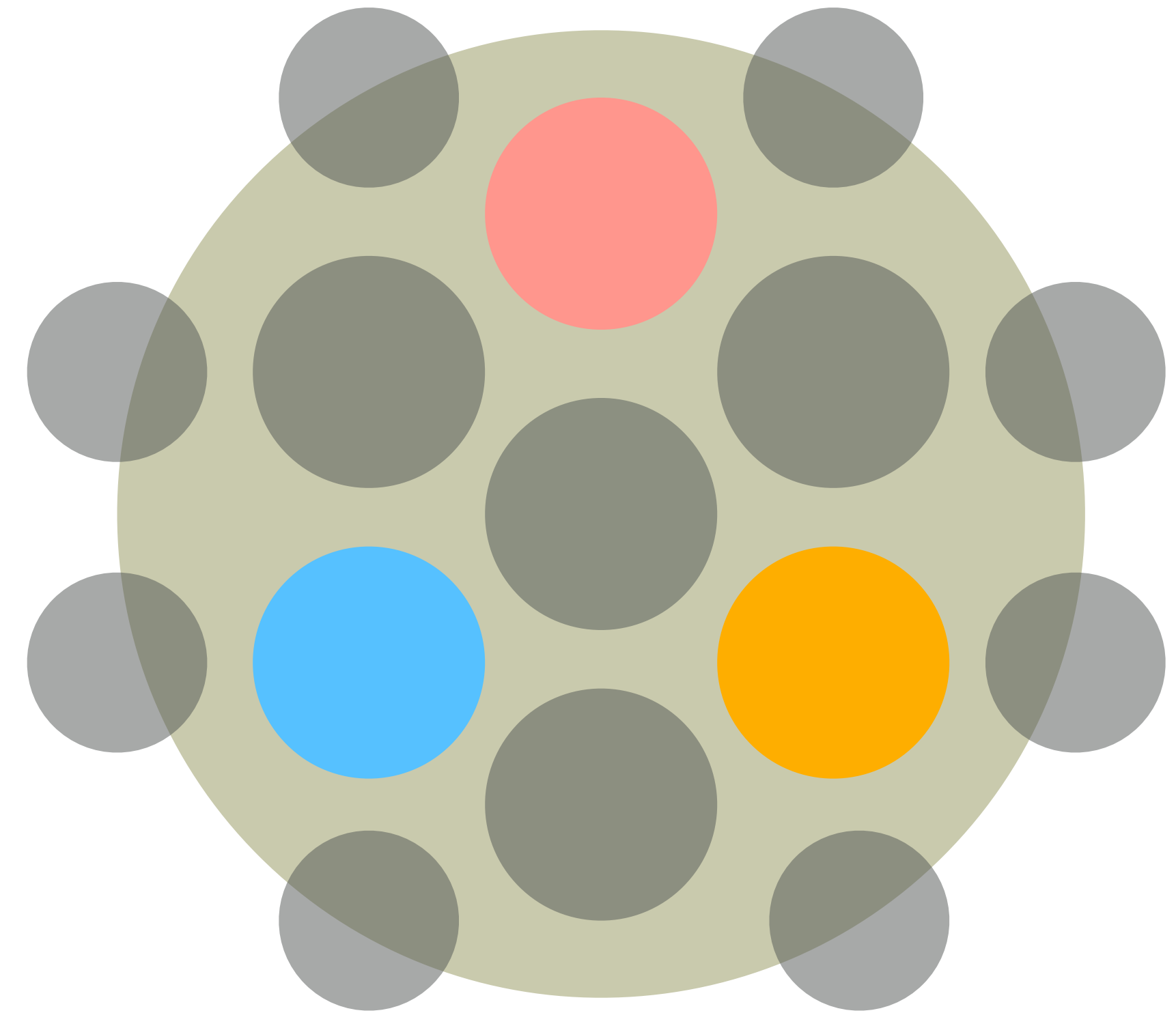
a flexible membership of those whose remit is primarily international and communications-related, but whose role is funded or held by different bodies.*

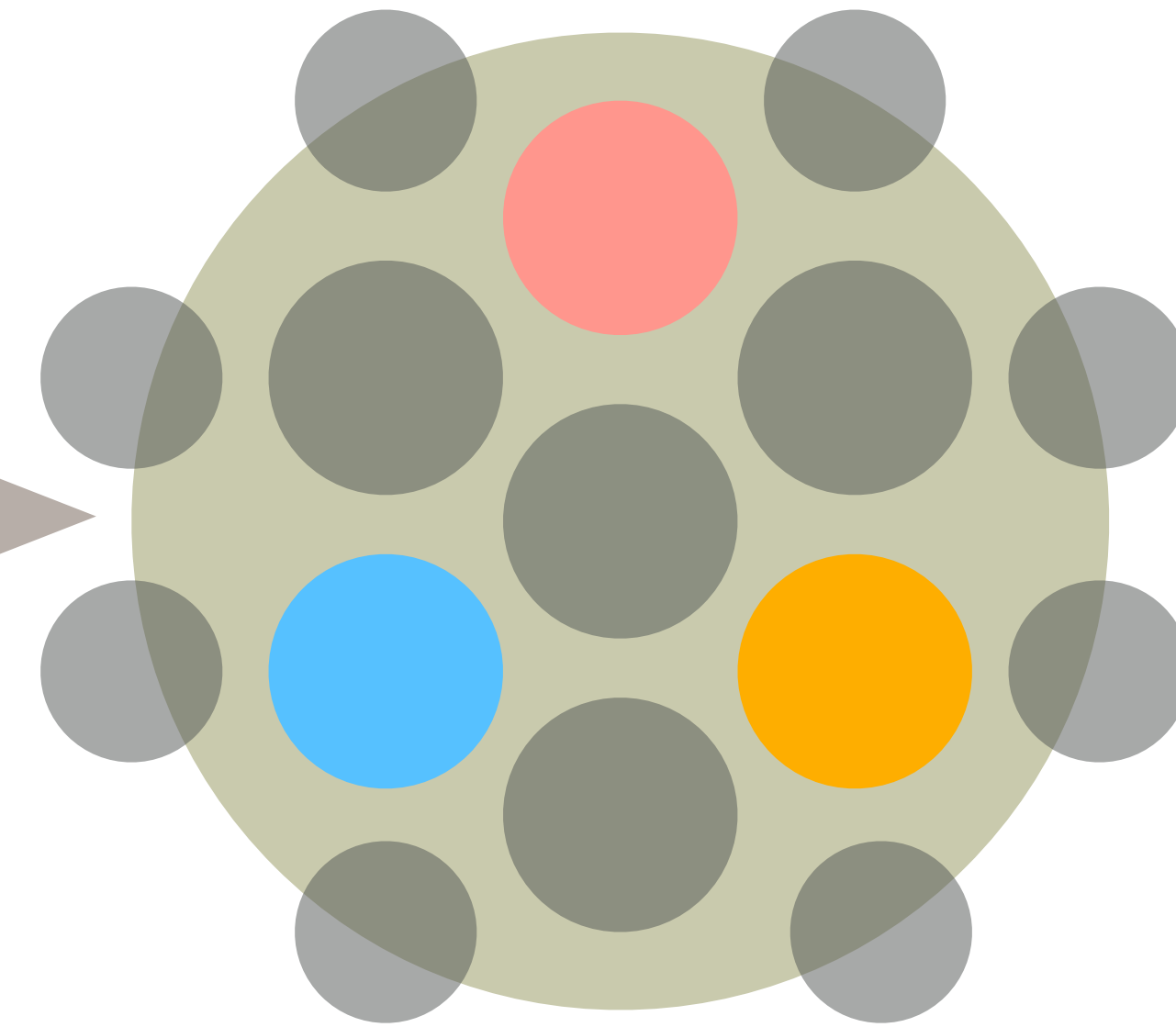
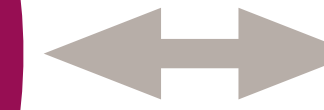
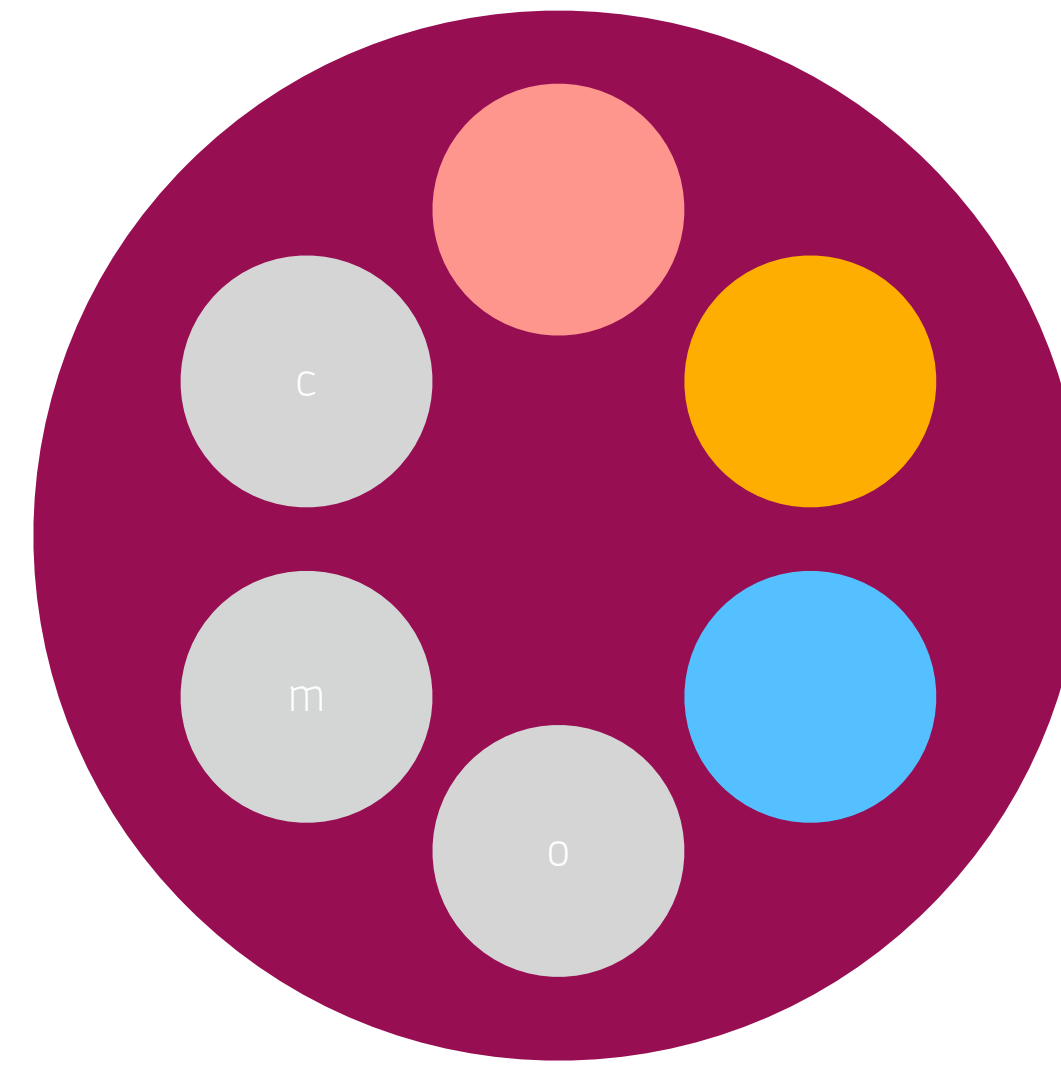
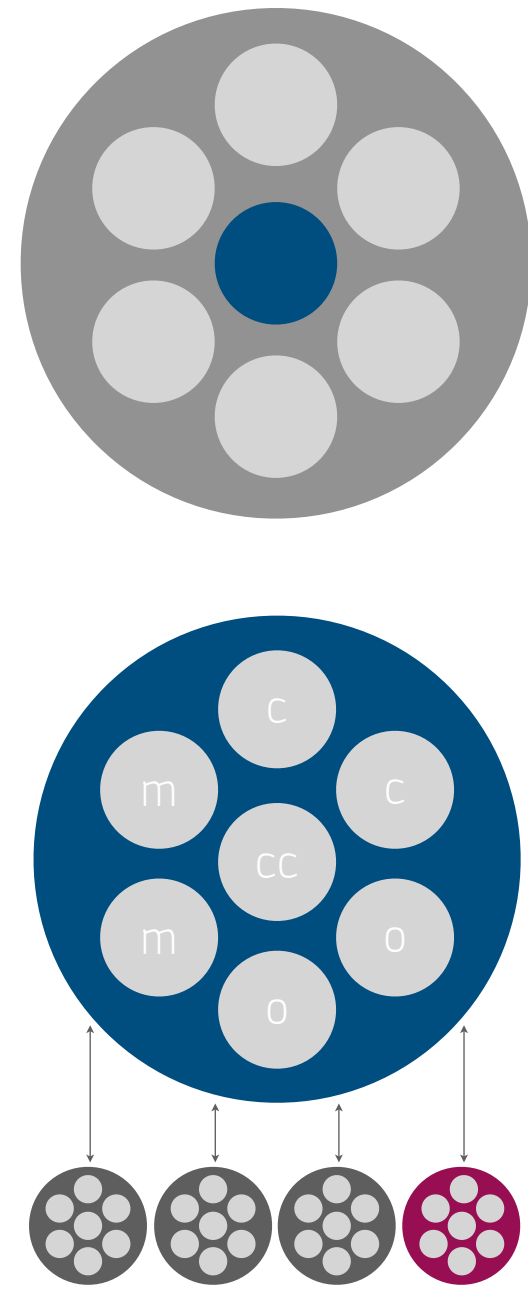


responsible for implementing principles and strategy. accountable to, and working in parallel with, the **communications working group**



*includes Dharmachakra, ECA Dev Team, Order Office, Future Dharma Fund, International Council, Preceptors' College, Adhithana, Sikkha, Windhorse Pubs, Uddiyana, Young Buddhists





triratna international
communications working group

communications kula

the **communications working group** will have responsibility for strategy and will work in collaboration with the **communications kula** which has responsibility for operations and implementation

the two groups will work in parallel and be in regular contact with each other through the sharing of minutes and agreements

the **ic convenor** and **dharmachakra director** will sit on both groups

a proposed **communications officer** could provide administrative and secretarial support to the **working group**, and chair the **communications kula**

A photograph showing a person's hands working on a complex electronic circuit board. The board is densely packed with components, including numerous integrated circuits and resistors. A network of colorful wires (red, blue, yellow) is connected across the board. The person is wearing a white shirt. The text "proposed new roles" is overlaid in white, lowercase letters across the center of the image.

proposed new roles

the work of implementing this strategy and developing communications internationally would really benefit from the addition of two new roles, each with a singular focus. these roles have already been talked about in different groups of Triratna as being helpful additions to our collective infrastructure. we add our support for their being created.

International Movement Convenor

we suggest that coordination of the Movement Strand internationally is necessary to provide a coherent voice and perspective of movement communications. A movement convenor could provide the movement strand representation on the Triratna International Communications Group, and participate in the working kula.

International Communications Officer

we suggest this strategy would benefit from a specific role dedicated to it's effective execution a Communications Officer could provide focused co-ordination, and administrative support for the work they would take part in the Communications Kula, and report to the Triratna Communications Working Group the remit for the role would specifically include liaison with the press and digital media outside of Triratna, addressing the need for a Media Liaison function in the absence of an International Development Team, we recommend that one of the first tasks of the Triratna Communications Group is to work with the International Council Convenors to develop a role description and application for funding from the appropriate bodies, in line with developing structures.

funding



/ FUNDING

a joined up communications strategy needs a joined up funding strategy that will develop financially sustainable support for our agreed communications infrastructure. we need a body that can bring all those who are funding communications projects together to work out our shared priorities, and how we can each support them in a way that benefits the whole.

funding for the existing components of our communications comes from a range of sources with no one body having oversight of how that happens. the formation of a joined up communications strategy across three strands is an opportunity to get more of what we want collectively by collaborating more around funding. working in this way together around meeting funding needs would encourage the best use of financial and human resources across institutions with a shared interest in the success of our communications infrastructure.

/ NEXT STEPS

acknowledge unresolved tensions

blessings and recommendation from the steering group

presenting to area councils, existing communications bodies, and other interested parties

respond to clarifying questions and comments

establish working group

working group, convenors, and steering group to pursue next steps in relation to funding strategies and proposed

new roles



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