

Product Plan

Product ID 2014-08-15-13-09-27

Product Stakeholders

Product manager(s) Brent Meisinger, Kelly Gibson	Publishing services partner (PSP) Garin Granata
Other (specify) Jeff Bateson (Scriptures Coordination Director), Jeremiah Makin (Scriptures Project Manager)	

Product

Product name Scriptures, Standard Works	Sponsoring department Priesthood
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Annual Publishing Plan Information

This product is included in the approved annual publishing plan
 Yes No
 If no, please explain how this product will be funded (e.g., new/expanded funding, and so on).

Executive Summary

Product Overview

Summarize the product's background, context, purposes, and objectives, and indicate the primary and secondary audience.
 The Church's publishing of the scriptures began with the Book of Mormon and expanded to include the Doctrine and Covenants, Pearl of Great Price, and LDS editions of the Bible. The purpose is to provide guidance and inspiration to all of God's children upon the earth. Members of the Church are the primary audience of the Bible and triple combination of the scriptures (Book of Mormon, Doctrine and Covenants, and Pearl of Great Price). Nonmembers are the primary audience of the stand-alone Book of Mormon, with members as a secondary audience. Because parents read to their children until they are able to read from the scriptures by themselves, the audiences include individuals of all ages.

Define what success looks like for this product. Indicate any deliverables or assets that will be produced as a result (e.g., website, social media account, and so on).
 Success for scriptures publication is measured by their availability in the approved languages in a high-quality printing and binding that is worthy of the word of God and by their availability in digital channels, such as LDS.org, the Gospel Library, and Book of Mormon applications. In print, the Book of Mormon will be available in economy hardcover and softcover according to Scriptures Committee criteria and guidelines. The Bible, triple combination, and quadruple combination will be published in economy hard and softcover, simulated leather, and genuine leather in colors according to Scriptures Committee criteria and guidelines. Additional assets include PDF, ePub, audio recordings, and additional awareness (posters, handouts, and videos) as directed by the Scriptures Committee and Priesthood Executive Council.

Key Message

What is the key message of this product? Describe what you want people to know, feel, or do as a result of using this product. Also describe the tone and feel of the product.
 The scriptures are at the core of all Church materials provided to all individuals to teach them the plan of salvation and the gospel of Jesus Christ and to provide protection and guidance while they are here on this earth.

List any related Church products that have a similar purpose.

General Conference

Types of content and deliverables (check all that apply, and include a description)
 Doctrinal study (scripture, prophetic word, etc.): Scriptures in print and digital
 Support (training, information, etc.): Scriptures.lds.org contains support information for the scriptures, including information about updates
 Inspiration (simplified, bite-size doctrine): Videos (Scriptures Legacy, What Scriptures Mean to Me, and Treasure Up the Word)

Key Milestones

List key product milestones, including approval dates, launch dates, and so on.
 New scripture translations are approved annually by the Scriptures Committee, Priesthood Executive Council, Correlation, and First Presidency and Quorum of the Twelve. Translations take 3-10 years depending on the scriptures and the available translation resources in a particular language. Major scripture print decisions are approved by the Printing Advisory Committee. The approval list is extensive and can be provided for each language upon request.

Cost Estimates

Content development cost for the current year \$ 3,500,000.00	Maintenance cost for the current year \$ 600,000.00	Hard cost for future years
Hard cost for the current year	Content development cost for future years \$ 3,200,000.00	Maintenance cost for future years \$ 400,000.00
Estimated product cost for five years \$ 19,500,000.00		

Product Plan—continued

Executive Summary

Medium

In what other ways could this content be delivered in the future? Check yes for ways it *could* possibly be delivered and no for ways it absolutely *could not* be delivered. Select all that apply.

DVD <input type="checkbox"/> Yes <input type="checkbox"/> No	ePub <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Exhibit <input type="checkbox"/> Yes <input type="checkbox"/> No	Kiosk <input type="checkbox"/> Yes <input type="checkbox"/> No	Manual <input type="checkbox"/> Yes <input type="checkbox"/> No	Mobile app <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Presentation <input type="checkbox"/> Yes <input type="checkbox"/> No	Social media account <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Video (animated or live) <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Web app <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Website <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	

Other (specify)

Audio recording, braille, talking book

Delivery Channels

Indicate possible channels through which the product will be delivered (select all that apply)

- Broadcast
- Deseret Book
- Distribution Center
- Ensign, Friend, or New Era*
- FamilySearch.org
- General conference
- Gospel Library
- Kiosk, exhibit, or visitors' center
- LDS.org
- Learning Management System (LMS)
- Liahona*
- Mobile
- Mormon.org
- Mormon Channel
- Other: other LDS booksellers and licensed 3rd parties
- Newsroom
- Seminars and Institutes of Religion website
- Social media
- Theater (small or large)

Content and Message Plan

Translation

This product will be translated into multiple languages

No Yes (specify below):

Introductory Phase Phase 1 Phase 2A Phase 2B

Other languages (list): AoF/SPC/NoC=Intro; Scriptures=P1; Scripture Stories=P1 and P2A; Audio=P2B

Translation details

- Dubbing
- World report dubbing
- Closed captions
- Subtitles

Audience

How many people do you expect to reach with this product?

Annually, 6.2 million in print, 1.5 million through LDS.org, 3 million through Gospel Library, 500,000 through the Book of Mormon app, and 2 million through the Book of Mormon Facebook page

Audience demographics (check all that apply)

General Church membership Nonmembers Inactive members Internal, operational use only Opinion leaders

Age demographics (if applicable)

Adults (ages 30+) Young adults (ages 18–30) Primary children (ages 3–12) Youth (ages 12–18)

Segment A Segment B Segment C Segment D Segment E

Other (specify):

Target Audience Motivators

Describe current audience perceptions, attitudes, and behaviors as they relate to this product.

The standard works are perceived in a positive light by members of the Church and are respected for their quality layout, typography, binding, and study aids by respective experts in related fields. The blue Book of Mormon has become recognized around the world, and this recognition continues to grow. Members heavily use the online and mobile platforms of the scriptures (Gospel Library is the most prominent app for the standard works) and continually give feedback that is incorporated into new releases.

Who will conduct any additional audience research?

The Scriptures Committee regularly works with RID, the mobile teams, the Priesthood Department research staff, Materials Management, and evaluation teams to perform research on customer preferences, quality control, and product use. Recent research has included the use of mobile applications, the design of Scriptures.Lds.org, use of scriptures in the home, perceptions of the Book of Mormon and its role in conversion, and scripture cover materials. Follow-up meetings with the areas are held several months after the release of a translation to review the local feedback on the translation, digital availability, print quality, and reception by members and others.

Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness.

As new scripture translations are published, awareness is done on several levels. The initial release is digital and is announced by the First Presidency to all related language-speaking units (including congregations, missions, area offices, temples, and General Authorities) along with a poster to be placed in meetinghouses and other locations. Additional articles are written for local Church magazines, LDS.org, Church News, and social media along with language-specific information pages on Scriptures.Lds.org. When print is released a number of months later, a notice is sent to all related language-speaking units, including a single sample of the scripture (including Articles of Faith and Sacrament Prayers Card), an article explaining the new scripture translation, a training sheet on how to use the scripture, and a localized order handout for each family.

Product Plan—continued

Evaluation Plan

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect.

Quality reviews are performed regularly for the cover materials, binding, and paper. Customer feedback is reviewed regularly, including an annual overall review. With the release of the 2013 scriptures, new cover materials for simulated and genuine leather were chosen after careful testing and utilizing input from focus groups. The new cover materials continue to be monitored closely to determine acceptance and quality.

Annual distribution is reviewed as a whole and by language and cover material to determine use and acceptance of a translation. Additional questions related to scripture use and study habits are regularly asked through Priesthood Department surveys.

The availability of non-LDS Bible translations is reviewed annually to determine if new translations are available and if the currently approved translation is readily available to members. Research is currently being done to determine the feasibility of licensing non-English, non-LDS Bible texts for digital use in our mobile apps and on LDS.org.

The effective use of the Book of Mormon in conversion and the effectiveness of the layout for nonmembers was considered in past years and received additional research last year. Improvements to the use and layout of the Book of Mormon are being discussed by scriptures-related committees and concepts will be evaluated.

The effectiveness of some of the Scriptures Stories volumes is being evaluated to determine a long-range plan for this product group.

Indicate how frequently these measurements will be reported and to whom they will be reported.

Annual distribution and digital use is reported through scriptures-related committees, PEC, Quorums of the Seventy, and the First Presidency and Quorum of the Twelve. General distribution and digital use information is shared with related departments. Historical distribution of the Book of Mormon is published and updated annually through Public Affairs and the almanac.

Cover materials and bindings are generally reviewed annually and more thoroughly reviewed every 5 years (with more frequent reviews for new material).

Customer feedback on all scripture products is regularly reviewed by staff. Reports are submitted at least annually to scriptures-related committees for discussion and review as the feedback relates to the various scripture products and channels. The Scriptures Committee and PEC determine any additional reporting to the First Presidency and Quorum of the Twelve.

Maintenance Plan

Describe the ongoing maintenance needs for the product.

Scriptures editors and staff maintain logs of scriptures suggestions, reviews of these suggestions, and the decisions that are made. In the past, these suggestions have been reviewed with the PEC and First Presidency and Quorum of the Twelve.

Occasional technical and/or content adjustments are needed for the audio recordings on CDs and in digital channels, to the online and mobile postings of the scriptures, and to other scripture related products.

Indicate how often this content will need to be revised or updated.

Historically, new scripture editions were implemented about once every 30 years. The 2013 edition of the English scriptures includes a new updated database of text and study aids and new printing masters. Updates are currently being implemented in new and existing scripture translations (in all approved languages) over the next four years. Now that databases and printing masters are produced electronically, slight adjustments can be made more easily than in the past. More minor adjustments would be reviewed and discussed every few years and implemented as deemed necessary. Major or sweeping adjustments to the scriptures would be made less frequently in print; though if there were urgency, they could be made electronically first and perhaps more frequently than once every 30 years.

Adjustments to other scripture products such as audio recordings, Articles of Faith, Sacrament Prayers Cards, and Scripture Stories can be made as needed and will receive a major review every five years.

Indicate how stakeholders will be notified of changes.

Any suggested adjustments to the content of the scriptures in any language are reviewed, discussed, and approved by the Scriptures Coordination Committee, Scriptures Committee, PEC, and the First Presidency and Quorum of the Twelve. More minor adjustments are reviewed by these committees at various levels according to the Scriptures Approval Levels chart, which was approved by the executive councils.

Describe the product's retirement plan.

The scriptures will never be retired. Printed scriptures will always be made available as long as it is a viable option. As new channels of providing the scriptures become available, they will be researched and utilized as the executive councils deem appropriate. Physical materials for printed scriptures will be reviewed regularly and adjusted to provide the highest quality product and to utilize improvements in materials and printing technologies. All other formats, including the scripture databases, will be regularly reviewed and retired or updated as technologies change and improve.

Audio recordings on various formats will be regularly reviewed and retired as technology changes. Currently the use of audio CDs are in decline. Recordings provided on these will be stopped as their use drops below the point where they are economically viable to produce.

Help Plan (See appended page for complete Help Plan)

Describe how the audience will get help using your product

Assistance in the area of scriptures is provided in a variety of ways:

1. The First Presidency and Quorum of the Twelve provide guidance through general conference addresses, articles, videos, and any other means they direct.
2. The Scriptures Committee provides help through videos and articles in Church magazines and LDS.org and gives encouragement through social media and helps sections on the scriptures web pages (updated with links to recent articles and other media related to the scriptures). The committee works to ensure that the scriptures maintain prominence among Church publications, curriculum, and other materials.

3. Priesthood Department and Seminaries and Institutes curriculum use scriptures as a basis for members' gospel study with a focus.

Describe who will be primarily responsible for maintaining any help content

The Scriptures Committee, under the direction of the First Presidency, Quorum of the Twelve, and PEC, is primarily responsible for maintaining help content. Their staff in the Priesthood Department's Scriptures Coordination Division will manage this work under the committee's direction.

The Priesthood Department will oversee the gospel study curriculum and Seminaries and Institutes will oversee their curriculum, with oversight of both by the executive councils.

Will this product be supported by the GSC?

Yes No

Product Plan—continued

Flexibility Matrix Check only one box in each row and column.

	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Scope (feature set)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Schedule	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sponsoring Department Approval

Signature of sponsoring department managing director

Date

8/15/2014

Correlation Approval

Signature of Director of Correlation Evaluation

Date

CSC Approval

CSC minute entry number

Date

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3. Priesthood Department and Seminaries and Institutes curriculum use scriptures as a basis for members' gospel study with a focus on the standard works, including helps placed throughout to assist in scripture-related study and learning.
4. Additional technical help will primarily be delivered through the medium in which the scriptures are being utilized. For example, the Gospel Library app should provide necessary guides and tutorials to help people get to and use the scriptures.