

**Congregation Agudath Achim
Strategic Plan
2020-2023**

OUR VISION...

To be a thriving, dynamic, multi-generational home for those seeking to blend Conservative Judaism with contemporary realities.

OUR MISSION...

To offer individuals the opportunity to explore their identities through participation in Jewish rituals, educational activities, and community-building within the congregation and beyond.

OUR VALUES...

Relationships:	to people to tradition to community
Meaningfulness:	<i>simcha</i> (joy) ritual and <i>halakhah</i> (laws) learning <i>tikkun olam</i> (social action)
Inclusiveness:	accessible welcoming warm/hospitable non-judgmental

OUR MEASURES OF SUCCESS ...

Growing Membership
Active Participation
Sound Finances

GOAL I: EFFECTIVE ORGANIZATION AND STRUCTURE

Priority Objectives:

1. Ensure proper and effective staffing and implementation of programs.
2. Develop and implement a financial plan to improve operational and endowment fund stability.
3. Develop and implement strategies for rabbi retention.
4. Evaluate the current Board structure and revise if necessary.
5. Review, establish, prioritize, and implement current building needs.
6. Review, establish, prioritize, and implement current security needs.

Suggested Strategies:

Goal I, #1

- Every program should have a chair, content outline, staff or lay person responsible for running it, budget, and public relations plan.

Goal I, #5

- Improve building cleanliness and appearance, particularly in times of increased public use with special attention to restrooms and public areas.

GOAL II: FULL AND DIVERSE PARTICIPATION

Priority Objectives:

1. Increase participation in and accessibility to all programming and rituals.
2. Improve accessibility to physical plant.
3. Increase outreach to outlying communities.
4. Facilitate opportunities for building interpersonal relationships.
5. Actively pursue membership growth and satisfaction.

Suggested Strategies:

GOAL III: SYNAGOGUE IDENTITY AND COMMUNITY RECOGNITION

Priority Objectives:

1. Explore our position within the contemporary realities of the Conservative Movement and implement changes, if any.
2. Create and implement a branding and marketing plan.
3. Assess and improve synagogue materials and methods of communications.

Suggested Strategies:

**Implementation Suggestions
 Congregation Agudath Achim
 Strategic Plan
 2020-2023**

GOAL I: EFFECTIVE ORGANIZATION AND STRUCTURE

Priority Objectives

Objective	Responsibility	Strategies	Completion Date	Assessment
1. Ensure proper and effective staffing and implementation of programs.	Vice President	Every program should have a chair, outline of content, who will run it, Budget, and how to do PR (public relations) for it.		
2. Develop and implement a financial plan to improve operational and endowment fund stability.	Treasurer			
3. Develop and implement strategies for rabbi retention.	President			
4. Evaluate the current Board structure and revise if necessary.	President			
5. Review, establish, prioritize, and	Vice President, Building Committee	Improve building cleanliness		

implement current building needs.		and appearance, particularly in times of increased public use with special attention to restrooms and public areas.		
6. Review, establish, prioritize, and implement current security needs.	Vice President, Security Committee			

GOAL II: FULL AND DIVERSE PARTICIPATION

Priority Objectives:

Objective	Responsibility	Strategies	Completion Date	Assessment
1. Increase participation in and accessibility to all programming and rituals.	Vice President, Ritual Committee			
2. Improve accessibility to physical plant.	Building Committee			
3. Increase outreach to outlying communities.	Membership Committee			
4. Facilitate opportunities for building interpersonal relationships.	Membership Committee			
5. Actively pursue membership growth and satisfaction.	Membership Committee			

GOAL III: SYNAGOGUE IDENTITY AND COMMUNITY RECOGNITION

Priority Objectives:

Objective	Responsibility	Strategies	Completion Date	Assessment
1.Explore our position within the contemporary realities of the Conservative movement and implement changes, accordingly, if any.	Rabbi, Ritual Committee			
1. Create and implement a branding and marketing plan.	Marketing Committee			
3. Assess and improve synagogue materials and methods of communications.	Marketing Committee			