

BETH EL STRATEGIC PLAN

Effective 2005-06

1. Be caring (**Haimish**) community which values making everyone comfortable, welcome and appreciated for who they are.
 - Communications must be consistently direct, warm and friendly to grow shared values
 - Develop and execute targeted in-reach programming for new members
 - Use technology to create easily accessible communications beyond snail mail
 - In-reach to all segments of the synagogue community to grow the sense of shared community
 - Maintain affordability to maximize inclusivity of synagogue events and maintain “small synagogue” sense of community as we grow.
2. Create an environment that stimulates lifelong Jewish learning.
 - Achieve Framework for Excellence by 2007
 - Create clergy-led individual and small group study for adults
 - Create teenage and teenage-parent educational programming.
 - Double the participation percentage in voluntary adult education.
3. Inspire greater spirituality and a deeper relationship with God.
 - Enhance the spirituality, accessibility, and participation in Shabbat
 - Create more Ruach at services
 - Inspire congregational attendance at services through education on the centrality of prayer
 - Increased gathering of ‘sparks’ through participation in acts of loving kindness within our synagogue community (social action, Bikkur Cholim, mitzvah committee, etc.).
4. Inspire the increased observance of egalitarian Conservative *Halacha*, explicitly helping members climb the ladder of observance.
 - Increase percentage observance of Kashrut
 - Increased percentage participation and range of programs of the Social Action Committee
 - Increase attendance at all services (Shabbat morning, **Minyanim**, Friday night).
 - Increase family Friday night Shabbat observance
5. Grow membership at a minimum rate of 10% per year through 6/31/09. [**Based on 360 members in 2004-05; 10% annual growth gets us to 527 members by 2008-09**]
 - Create 60 qualified prospects each year who attend a membership function. (Assumes 30 family/year net growth required and 10 family/year attrition equaling 40 family/year needed.)

Year	Target	Net new members
2005-06	396	36
2006-07	436	40
2007-08	479	44
2008-09	527	48

- Assumes 60% close conversion rate on families attending synagogue membership functions. Actual rate in 2004 was 95%.
 - Though actively welcoming and encouraging membership in all demographic groups, focus our resources on attracting young families.
6. Achieve operational excellence as quickly as possible
- Within one year substantially reduce the administrative burden on clergy to free them to focus on spiritual, **Halakhic**, and educational growth of the congregation.
 - Professionalize our administrative processes
 - Put in place appropriate business financial controls
 - Effectively market and manage the social hall and other building facilities
 - Move from a Legacy database into commercially viable software for synagogue management within the next year
7. Cultivate a strong personal relationship between Beth El congregants and Israel.
- Continue regular congregation trips to Israel and use all Beth El programs (ie. Religious school) to publicize the trips and build excitement
 - Devote some religious school instruction to educating students on creation of the State of Israel and growth since 1948
 - Consider sponsoring one family per year to go to Israel and report back their experience to the congregation
8. Promote Beth El as force for the promotion of Jewish life in the Central New Jersey Region.
- Build strong relationship with other Jewish institutions in Mercer County.
 - Market Beth El as a place of Jewish learning for all, including non-members, by conducting programs of interest for the greater Jewish community.
 - Identify and help nurture unaffiliated Jewish families in the area to connect them to Beth El.
 -