

Beth EI Strategic Planning Initiative

Mission-Vision-Goals | Outline for board approval | 3-12-2020

Please note that the goals stated below, along with the accompanying focus areas, are a direct outcome of the strategic planning process and represent the voices of our congregation. Board acceptance of this outcome and approval of the mission and vision is a critical first step before we can develop the action plan, which will outline specific steps, accountability, timeline and metrics. We will approve the full plan in June 2020.

Mission	
<p>Revised: Beth EI is a dynamic Jewish community that inspires young and old to embrace Torah, Avodah, and Gemilut Chesed.</p> <p><i>Current:</i> Beth EI is a dynamic Jewish community where our young and our old embrace torah, avodah, and gemilut hesed.</p>	<p><i>This is our purpose, the good we do in this world.</i></p> <p><i>The revised version reflects a desire for a more active and inspirational statement.</i></p>
Vision	
<p>Revised: To be a warm and welcoming home for spiritual growth and transformation, a covenantal community where Judaism brings purpose to our lives and holiness to our world</p> <p><i>Current:</i> Beth EI will always be a warm and caring community where Judaism is relevant and meaningful.</p>	<p><i>This is the impact or outcome we seek as we live into our mission. The old version was considered by most as soft and not particularly inspirational.</i></p> <p><i>The new version emphasizes the transformation we seek, our covenant with God and one another, and the importance of doing more than just simply be a nice community; rather, we seek to live purposeful lives that impact the world. It also includes the board's recommendation to retain some of the warmth from the current vision.</i></p>
Three-Year Goals	
<ul style="list-style-type: none"> • The left-hand column states our GOALS, the major things we must do to achieve our mission and vision. • The right-hand column notes the congregation's TOP AREAS FOR FOCUS OR IMPROVEMENT. These are not our only priorities; rather, they are the ones noted for explicit attention. 	
<p>ENGAGEMENT: Offer dynamic programming that builds belonging and engagement.</p>	<ul style="list-style-type: none"> • Reinvigorated teen programming • Improved 2nd–5th grade programming • More focus on welcome, inclusion (e.g., to mixed marriage and same sex couples, people with special needs, those of various levels of observance)
<p>SPIRITUALITY: Deepen the spiritual life for the Beth EI community.</p>	<ul style="list-style-type: none"> • Worship services that preserve our traditions, yet evolve to be relevant to our lives today • Broadened options for spirituality (e.g., music, yoga, dance)

Beth El Strategic Planning Initiative

Mission-Vision-Goals | Outline for board approval | 3-12-2020

<p>COMMUNITY: Expand compassion and healing within and beyond Beth El's walls.</p>	<ul style="list-style-type: none">• Expanded programming to serve and care for seniors• Sustained focus on Tikkun Olam, social action/social justice
<p>LEADERSHIP: Develop greater leadership capacity throughout the congregation.</p>	<ul style="list-style-type: none">• Clergy model that supports strategic vision and priorities• Improved board recruitment, development and functioning• Expanded staff training• Engaged lay leadership
<p>OPERATIONS: Ensure appropriate systems and resources to support the aspirations of Beth El.</p>	<ul style="list-style-type: none">• Improved communications (<i>transparency in decision-making, platforms such as the website</i>)• Realistic three-year financial model• Appropriate staffing• Increased focus on engaging and mobilizing volunteerism