

## **WRJ PACIFIC DISTRICT TRANSITION AND ENGAGEMENT PLAN 2021-2023**

### **MISSION STATEMENT:**

Women of Reform Judaism Pacific District strengthens the relationship between Women of Reform Judaism and members of our district by:

- Welcoming and engaging potential, new, and current members
- Recognizing and celebrating the diversity in our district
- Connecting our sisterhoods/women's groups and individual members to encourage collaboration
- Empowering each member to achieve her highest potential as an individual

### **VISION STATEMENT:**

Engaging and empowering all who identify as Reform Jewish women

### **GOALS, OBJECTIVES, ACCOUNTABILITY AND EVALUATION**

#### **Creating and Enhancing Connections Among Our Members**

1. Inform and provide access to programs, scheduled events, and means to connect with Pacific District affiliates, including area and regional opportunities.
2. Encourage sharing of opportunities, and programs.
3. Use messaging options to relate stories, accounts of experiences.
4. Provide affiliates with access/contact information for each sisterhood/women's group, individual members.
5. Create surveys that ask what our affiliates need and want from Pacific District and its leaders and which would secure attendance or participation.
6. Continue small regional opportunities to connect, to share programs and projects.
7. Offering quarterly opportunities to connect based on specific opportunities in social action/advocacy, programming, financial development and membership.
8. Inviting members to consider leadership and committee participation.
9. Encouraging utilizing Pacific District Speakers Bureau.
10. Specifics regarding availability of and access to scholarships. Involving former board members, past officers and committee members.
11. Continuing outreach and affiliation efforts on an ongoing basis.

Measurability through tracking of requests, seeking reaction reports and assessments of connections and numbers of attendees or participants, providing evaluation forms to occur quarterly or semi-annually as appropriate.

Accountability includes determining what is successful and how to improve and what to discontinue. This is an ongoing responsibility of all Area Directors, Area VPs, and other officers. Regular reports should be provided by Area Directors in their quarterly reports and by the Executive Committee at their monthly meetings. Additional reports may be required at the request of the President.

#### **Awareness of and Connection to Women of Reform Judaism and Our Pacific District**

Ensuring that all members of a sisterhood/women's group, as well as individual members, are aware that they are also members of Women of Reform Judaism and of the Pacific District, and are, thereby, entitled to opportunities offered or provided by each of these entities:

1. Providing information and instruction to affiliates regarding access to messaging, connectivity to Yammer and websites for WRJ through recordings, downloadable printable pieces, and offers of individual assistance from Area Directors, mentors, and collective learning opportunities.
2. Encouraging participation and engagement with WRJ opportunities by all members utilizing all methods available on a regular basis.
3. Inviting WRJ and Pacific District leadership to events and to connect and communicate with our district membership on current, ongoing and upcoming opportunities utilizing WRJ Speakers Bureau.

Measurability utilizing sign up/registration information, monitoring Yammer usage, personal contact and surveys and following up on WRJ contacts directly with affiliates.

Accountability and evaluation of data and tracking available to leadership to be collated and assessed quarterly or semi-annually and presented as appropriate  
Creating a committee to manage the above.

### **Enhancing and Improving Communications and Messaging**

1. Utilizing Pacific District Chai Line and Pacific District website effectively, including providing instruction and assistance on access, content, and using these resources.
2. Creating recordings, downloadable printable pieces, and offers of individual assistance from Area Directors, mentors, and collective learning opportunities available to our members.
3. Offering a series of Zoom recordings and/or calls for use by affiliates.
4. Creating opportunities for technology training and create recordings for usage by affiliates.
5. Providing materials for use in affiliates' communications internally and with their congregations' messaging.

Measurability by tracking usage and keeping records to be used in evaluating effectiveness including short surveys to users.

Accountability and evaluation of information as related to needs of members and their organizations. This should occur quarterly in a written report.