

TEMPLE BETH AM STRATEGIC PLAN: 2017-2020

Key Findings: Research Phase

BASED ON OUR PHASE I RESEARCH AND INQUIRY WORK:

- Online Community Forum (432 responses)
- Community Forum (held Sunday, March 5)
- Board and Staff (input provided at monthly meetings)
- Youth Focus Group
- Stakeholder interviews with Board, staff, lay leaders (in-person and telephone)
- Past Presidents individual interviews and meeting

PEOPLE TOLD US THEY WANT:

Community Connections and Engagement

- Be able to know more people's names; meet new people and make friends, making going to Temple a more intimate experience
- Learn more about who is in the Congregation, and their interests, passions, and skills. Know our community better so we can better connect and engage people
- Have affinity groups, be able connect to people with common interests; more social opportunities outside Temple
- Make friends and have events with people in one's neighborhood
- Have more opportunities to connect socially with Religious School parents; create cohorts
- Have more young family activities and chances to connect
- Have small group dinners – holiday or Shabbat or just an evening

Temple Culture

- Improve the overall social experience of being at Temple – know and be known; feel like you belong
- Engage volunteers in all aspects of Temple life
- Personalize the New Member Welcome and Orientation; maybe assign buddies
- Storytelling: create a culture of storytelling, sharing and celebration
- Have more involvement and input on social action activities
- Have more fun; be a more fun place to go

Learning: Programs and Activities

- Make the Religious School curriculum relevant to 21st Century families and kids; more fun, engaging and less like school
- More ways to connect and engage inter-generationally -- programs or informal activities
- More/different programs for seniors, empty nesters
- Opportunities to learn about other religions
- Connect SEED families to TBA and vice versa; create pathways to support connections

Worship

- Alternative types of Shabbat service options – contemplative, innovative, outdoors, could be led by youth or Congregants

Communications

- More effective communications: fewer emails, more social media and a different approach to our social media use
- Different ways to communicate with different generations
- Online strategies to elevate Temple's presence and profile
- More communication with Youth -- Especially for Temple wide events of interest to them
- Share stories about people in the Congregation; celebratory information about people online, and in print

Financials

- Get Temple on stable financial footing
- Have more money for innovative programs
- Have clear financial information and transparency
- Have all congregants pulling their weight according to their means
- Nachshon Campaign -- "Retire the Debt"
- Build a greater culture of philanthropy based on relationships

Board Development and Lay Leadership

- Strengthen the Board and its processes; have clear reporting structures
- Strengthen relationship between Board and staff
- Have processes to engage volunteers and identify potential new lay leaders