

THREE-YEAR STRATEGIC PLAN

Adopted 3.23.15

VISION

Jewish Learning Venture envisions individuals and families engaged in dynamic, connected, Jewish life in Greater Philadelphia and beyond.

MISSION

Jewish Learning Venture inspires and empowers people to make Jewish life, learning and community relevant and meaningful.

AGENCY CASE STATEMENT

At Jewish Learning Venture, we believe that engaging individuals and families in Jewish life, and empowering institutions that can partner with us in that process, requires a healthy respect for tradition and an openness to change. Our talented and agile staff strikes that balance using their expertise to develop and implement programs that are rooted in Jewish texts and values and reflect 21st century realities. We place innovation at the heart of our work, surfacing trends in American and in Jewish life and applying what we learn to our programs. We reflect, question, research, and design contemporary Jewish initiatives that encourage and prepare people to become involved with, and to build, Jewish community, in Philadelphia and across the country.

STRATEGIC AREAS OF FOCUS: IMPACT

GOAL

Jewish Learning Venture will create and strengthen systemic innovation and change in Jewish engagement and in Jewish education.

STRATEGY

Develop and implement initiatives that embody:

- **Thought Leadership**, identifying and implementing best practices and forward-thinking experimentation;
- **Empowerment**, providing tools and resources to individuals and families as well as to congregational and Jewish institutional leaders; and
- **Relationship Building**, creating and nurturing networks and meaningful connections between and among individuals, families, congregations and Jewish institutions.

TACTICS

- Develop, vet, and disseminate knowledge and expertise that demonstrate thought leadership in Jewish education and Jewish communal life via printed, spoken, and online materials.
- Meet with Jewish Federation of Greater Philadelphia (JFGP) senior leadership on a regular basis to:
 - Highlight the current impact of JLV's work;
 - Share our research and knowledge; and
 - Identify opportunities for JLV to advance JFGP's communal goals.
- Develop and implement evaluative measures to ensure that:
 - All programs are strong and well-delivered; and
 - All programs are meeting defined outcomes.
- Develop relevant educational materials and provide tools and resources to individuals and families to help them engage Jewishly and build meaningful Jewish lives.
- Consult and provide tools and resources to congregational and Jewish institutional leadership to help them create and deliver compelling Jewish engagement and learning experiences.

Jewish Learning Venture

- Convene and facilitate opportunities for congregational and institutional leaders to address, plan and implement change.
- Identify, develop and cultivate:
 - One-on-one relationships with families;
 - Opportunities for families to connect with one another; and
 - Opportunities for families to connect with institutions.

STRATEGIC AREAS OF FOCUS: IDENTITY AND VISIBILITY

GOAL

Jewish Learning Venture will be known as the indispensable resource and catalyst for change in Jewish life, learning and community in Greater Philadelphia.

STRATEGIES

- Raise awareness and visibility of the impact of our work.
- Develop and promote clear messaging that aligns with our Vision, Mission and Impact Strategy
- Build strategic partnerships and collaborations with communal stakeholders and Jewish institutions.

TACTICS

- Align branding and collateral material to clearly communicate our mission, vision, goals and programs.
- Identify and meet with key communal stakeholders to help them better understand the work and impact of Jewish Learning Venture and how it relates to their needs and interests.
- Develop and implement an ongoing marketing strategy.

STRATEGIC AREAS OF FOCUS: SUSTAINABILITY AND GROWTH

GOAL

Jewish Learning Venture will create a sustainable financial foundation, and shift our funding model towards growth and expansion.

STRATEGIES

- Partner with JFGP to develop a shared understanding of the optimal role for JLV in developing and achieving communal goals.
- Nurture a culture of philanthropy with Agency Board Members and Trustees.
- Diversify and strengthen sources of revenue.

TACTICS

- Strengthen JLV's partnership with JFGP
 - Meet with JFGP senior leadership on a regular basis to:
 - highlight the current impact of JLV's work;
 - share our research and knowledge; and
 - identify opportunities for JLV to advance JFGP's communal goals.
 - Explore additional partnership opportunities with JFGP.
- Effectively engage Board and Trustees
 - Provide Board Members and Trustees with the knowledge, resources and experiences to become strong and effective advocates for JLV.
 - Steward Board and Trustee relationships.
 - Strategically build the Board.
- Identify and cultivate potential donors and funding sources both within and outside of Philadelphia.
 - Cross-reference program data with donor data.
 - Research additional grant opportunities.
- Identify and implement additional fee-for-service opportunities.