

Congregation B'nai Israel  
MINUTES  
STRATEGIC PLANNING MEETING  
August 27, 2013

Present: Penina, Norbert, Stephanie, Hanneli, Gillian, Lauren, Justin, Ben, Carol

The group discussed the draft of the survey to be sent to the congregation. All agreed that we will use the survey produced by the United Synagogue, as they prefer us to do that rather than have a personalized survey. This way, they will administer the survey and provide us with comparative data relative to the other synagogues participating. Timing was discussed, as we are a bit behind the other congregations. We need to get the survey results by the end of September. Ben will work on an email list of congregants, and also have the survey mailed to those with no email access. Goal is to get the survey out this week, with returns by the end of Yom Kippur. There will be an opportunity during high holiday services to promote the survey to congregants.

A future step is to hold targeted focus groups, but first we need the results of: a) the survey; b) the completed data book; and c) a SWOT analysis.

Task forces that were identified as part of the Sulam process are:

1. Data team – fact book, interviewing key committees, analysis, focus groups
2. Mission-vision team –since there was an extensive review of the mission and vision by the Board 2 years ago, it may not be necessary to spend a lot of time on this part. We can do this in a strategic planning committee meeting.
3. Communications/writing team

Specific next steps were outlined:

- a) Gillian will put together the suggestions regarding a cover letter to the survey. She will create a final version and get it out to the committee within a few days for final review.
- b) Lauren will review the “vision” part of the strategic planning and listen to the webinar. She can then report back and guide us regarding #2 above.
- c) Norbert will work on completion of some elements of the data book. He and Ben have already done some of the work. We will review and discuss the data book at the next meeting
- d) At the next meeting of this committee, we will also do the SWOT analysis. Everyone should review that section of the strategic planning outline and come prepared with ideas to facilitate the completion of the SWOT analysis.

The next two meeting dates were set: Sept. 11 and Oct. 2 – both are at 9:15 a.m. at CBI.