



“ADVANCING OUR VISION” ACTION PLAN: 2019-2022

FINANCIAL

STARTING POINT	TO DO	DELIVERABLES	TIMELINE
annual fundraiser	enlarge giving annually	strive for 10% increase each fall	2020 canceled; 2021 in progress
membership categories	add student and other categories increase dues; multi-year options	new categories, revised dues structure, and payment options	in force for 2020
grants	research opportunities and expand applications. Meet with U-M grants librarian for help	apply for 4 more grants per year	2020 goal reached; 50% to 2021 goal
Heritage Foundation	committed campaign to enlarge it	strategy forthcoming in museum plan/feasibility study	strategy in place 2022
	enhance development work	hire development staff create pitch, identify donors, mine the list, and ask	hired November 2019 in place November 2020
“donate” button on website	overhaul donate webpage	menu-style offerings DAF-direct widget	finished January 2020 finished June 2021
modest tribute income	grow tribute income		ongoing
interest in raising our visibility in the community	create CORE committee	CORE committee ambassadors	in place April 2020

COLLABORATION

STARTING POINT	TO DO	DELIVERABLES	TIMELINE
leveraging collaborators to develop ongoing programs (eg. THF)	improve communication about collaboration and successes to constituents	quarterly e-newsletter to members and other supporters	to begin 3Q 2021
	highlight JHSM's role in collaboration; put JHSM front and center in speaking opportunities	create collaboration white paper; use CORE ambassadors to help	white paper in progress; expected July 2021. CORE in progress.
	identify new partners (incl. colleges/universities): programming committee to help	3 new partner events scheduled annual journal essay prize	by fall 2022 in place for <i>MJH</i> 2020. First recipient 2021.
	monthly print outreach	monthly column in <i>Nu?Detroit</i>	in place April 2021
	leverage congregational/TT relationships		TT suspended until further notice
	reach out to the Orthodox community	include Orthodox speakers and advisory board members	2 speakers in 2020-21. Advisory board members forthcoming.
	offer more under-40/family programming	Part of forthcoming museum plan/feasibility study	Strategy in place 2022

MARKETING

STARTING POINT	TO DO	DELIVERABLES	TIMELINE
dabbling in social media (FB)	leverage FB, YouTube	regular FB posts, Zoom programs to YouTube channel	in place since April 2020
word of mouth	cultivate ambassador culture: events, welcoming new people, recruiting new volunteers	CORE Committee 100% Board support of 2020 fundraiser	In place spring 2020 fall 2020
periodic content e-blasts	develop monthly/quarterly e-newsletter	see above	to begin 3Q 2021
	respond to current events with historical dimension	<i>Nu?Detroit</i> column, partnership with AJC/JCRC	in place April 2021 ongoing
	develop an “ask” list	see above	in place spring 2021
	evaluate each program’s tie to mission: no drift!	mission-centric programs	ongoing
	develop programming for younger audience	Purple Gang pub crawl	Shelved for COVID; revisit 2022

AMBASSADOR CULTURE

STARTING POINT	TO DO	DELIVERABLES	TIMELINE
officers greeting new attendees, recruiting participants, seeking new volunteers	make better use of new volunteers enhance volunteer/docent training mission statement for ambassadors	appoint vol. coordinator new opps + endowed center “elevator pitch”	by 2022 ongoing (Alzheimer’s) in place winter 2020
	outline more formal expectations/process through development and feasibility plans		expected 2022
	cultivate culture of annual giving	formal annual campaign	in place 2021

KNOWLEDGE PRODUCTION

STARTING POINT	TO DO	DELIVERABLES	TIMELINE
publications			
added peer review to journal	recruit academic, accessible writers annual prize for best essay	MI Writer's Project funds see above	in place <i>MJH</i> 2021 in place <i>MJH</i> 2021
MWWMD bios	hire staff to expedite bios funded oral-history workshop	10 new biographies per year	in progress
	partnering with archives to use primary sources for our interpretation	archive reps on advisory board Henry Ford lecture using TBE archives 2 new programs featuring archival materials	completed June 2019 completed fall 2019 completed by summer 2020
	new, better content that supports our mission	knowledge production to feed programs	in progress

MEANINGFUL ENGAGEMENT (PROGRAMMING)

STARTING POINT	TO DO	DELIVERABLES	TIMELINE
programming primarily for core demographic	expand audiences: under 40, family, Orthodox, SAJE, non- Ashkenazi, non-Jewish	at least 1 program targeting each of these groups per year	in progress; momentum on Orthodox, SAJE, and non- Jewish programming
seeking collaboration	redouble efforts for new collaborators, reinforce existing relationships to spur partnerships	see above: 3 new partnered events scheduled	by December 2020
	use knowledge production to create new, content-driven programming	2 new events per year drawn from JHSM lectures/programs/scholarship	in place 2019
	evaluate each proposed program against mission	only offering programs that fit our mission	in place October 2019