
STRATEGIC DIRECTIONS 2023-2026

Council of American Jewish Museums

CAJM



STRATEGIC FRAMEWORK

STRATEGIC FRAMEWORK

CAJM's Strategic Framework supports transformative field-wide advancement for Jewish museums and their impact on communities across North America.

OUR MISSION IS . . .

To strengthen, position, and champion America's Jewish museums as invaluable public and Jewish resources.

OUR VISION IS . . .

A society made more vibrant, inclusive, just, resilient, and understanding by Jewish museums and their allies.

WE BELIEVE...

1. **American Jewish museums are invaluable resources for individuals and communities.** They provide history, expertise, texture, and beauty that are not available through other kinds of organizations.

WE BELIEVE...

2. **American Jewish museums are a critical force** for addressing the challenges of America and our times. They shed light on the humanity of immigrants and refugees, the forces animating antisemitism and discrimination, Holocaust denial and misinformation, as well as the opportunities of diversity, pluralism, and a society informed by multiple cultures and creativity. The content held by Jewish museums tells a long and complex narrative about and between people, and illuminates not only Jewish history, but American history.

WE BELIEVE...

3. **CAJM and its members build connections** across people, organizations, and sectors. Working alongside allies across diverse communities, educational organizations, culturally specific museums, American museums, and Jewish communities and networks of Jewish culture worldwide – we collectively inform research, education, policy, journalism, civics, and government.

WE BELIEVE...

4. **American Jewish museums steward one of the largest constellations of Jewish material culture and testimonies in the world**, and present a profound responsibility and opportunity. They hold thousands of years of Jewish content and creativity, key evidence of the Holocaust and lost communities, countless Jewish stories, and illustrate Jewish resilience, variety, and change. This record of the Jewish people is essential to understanding world history, Jewish history, American history, and possibilities for our collective future.

WE BELIEVE...

5. **America's Jewish museums are an essential yet underutilized resource** for Jewish individuals, communities, and the ecosystem of Jewish communal life. Jewish museums and those that work within them have special skills, insights, methods, vocabularies, and offerings to inform Jewish experience and identity. Jewish museums are key partners and leaders in enlivening, deepening, broadening, diversifying, and making more beautiful the future of American Jewish life and Judaism.

WE BELIEVE...

6. **Jewish museums are hubs for creativity**, providing primary source materials, subject expertise, inspiration, opportunities for learning and creative companionship, content for spiritual innovation, and public forums for wide-ranging ideas.

WE BELIEVE...

7. **Jewish museums are some of the only public-facing Jewish organizations,** and thus present a profound opportunity to engage hundreds of thousands of Americans and visitors. Jewish museums serve multiple audiences that otherwise would not encounter this range of Jewish content, educational resources on the Holocaust and antisemitism, and Jewish creativity.

WE BELIEVE...

8. **Jewish museums are human-centered organizations** in all that they do: from their subject matter, to their visitor experiences and educational offerings, to the thousands they employ and the millions they engage. Jewish museums welcome, fortify, represent, and touch lives and humanity across the globe.

STRATEGIC GOALS

STRATEGIC GOALS

Starting with the three-year term of this strategic framework, CAJM plans to:

1. FORTIFY & LEAD

The evolution, transformation, and sustainability of Jewish museums with field-building work.

2. ALIGN & PARTNER

With other museums and allied organizations doing visionary and transformative work – in education, the arts, museums, community building, and social justice – to inspire and strengthen Jewish museums and the communities they serve.

3. MAKE VISIBLE

The current and future value of Jewish museums and their cultural/human assets to society, and advocate for them across sectors.

4. GROW

The capacity of CAJM and its ability to fulfill its mission, program both with and for its members, respond to unforeseen events, and model its values for the field and adjacent fields.

STRATEGIC PRIORITIES

STRATEGIC PRIORITIES

As we pursue our goals, we will focus on four priority areas:

PRIORITY #1

FIELD-BUILDING WORK

CAJM will bolster its role in strengthening the field of American Jewish museums – working to make it more dynamic and contemporary, promoting a growth mindset, leveraging the field’s rich and varied resources, and inspiring new content and creativity.

PRIORITY #2

TALENTS, VOICES, AND PERSPECTIVES FOR THE FUTURE

Building on our reputation as a forum for forward-thinking practice, CAJM will invest more deeply in the needed talents, voices, and perspectives needed for the future of the Jewish museum field.

STRATEGIC PRIORITIES

As we pursue our goals, we will focus on four priority areas:

PRIORITY #3

ADVOCATING FOR JEWISH MUSEUMS

CAJM will broaden its efforts to advocate, demonstrate, and illustrate the value of Jewish museums for Jewish life, and their role in creating a vibrant, inclusive, resilient, and compassionate American society.

PRIORITY #4

BUILDING CAJM'S CAPACITY

CAJM will increase its capacity, strengthen its systems and operations, and increase its service and impact. With its strategic framework, key allies, new talents and resources - CAJM will work to fortify and elevate Jewish museums in both Jewish and American life.