

COUNCIL OF AMERICAN JEWISH MUSEUMS

Strategic Plan

Approved by the Board of Directors February 1, 2011

Mission

The Council of American Jewish Museums is an association of institutions and individuals committed to enriching American and Jewish culture and enhancing the value of Jewish museums to their communities.

Core Beliefs

Our core beliefs inform our vision and guide our values:

- American Jewish museums strengthen their communities by preserving, presenting, and transforming Jewish culture.
- American Jewish museums encourage learning and reflection, supported by scholarship.
- American Jewish museums reflect the diversity of American Jewry and respond to the diversity of our audiences.
- American Jewish museums promote international perspectives and participation in the global community.

Vision

CAJM champions the vital role of American Jewish museums in the 21st century. The Council will strengthen the North American Jewish museum field by enhancing the excellence and professional operation of Jewish museums; advocating on behalf of Jewish museums; and reaching out to bring the richness within Jewish museums to audiences throughout North America.

Strategic Goals

The following strategic goals support the mission of CAJM as a vehicle for strengthening the role of American Jewish museums as active and valued participants in American and American Jewish life.

Goal 1 VISION

Develop an overview of the field, past, present, and future to better understand the influence and potential of CAJM member institutions.

- Develop a research agenda on American Jewish museums that makes clear the nature of the legacy we are preserving, the innovations and creativity we sponsor, and the audiences we serve.
- Aggregate and share qualitative and quantitative information on constituencies, collections, and impacts to establish baseline data on the nature of our field.
- Evaluate and demonstrate the relevance and impact of CAJM and of American Jewish museums.
- Examine, adapt, and where necessary create standards of excellence and best practice for recommendation to our membership.

Goal 2 EXCELLENCE

Develop new programs and services for institutions and individuals in the field.

- Refine and re-structure our annual conference to ensure its relevance and impact.
- Expand programming throughout the year to address the needs of professional specialties and geographic regions.
- Provide enhanced opportunities for professional development, including internships, fellowships, mentorships, workshops, and residencies.
- Expand the use of new media and new formats to promote communication, engagement, and collaboration.
- Develop programs for specific types of institutions in transition.

Goal 3 COLLABORATION

Develop new forms of strategic alliances with other organizations and consortia to promote resource-sharing and advocacy.

- Explore ways to engage with AAM, AASLH, and other museum alliances.
- Explore opportunities to engage with international Jewish museums on a more consistent and productive basis.
- Identify other national cultural and educational organizations with which to discuss collaborations and resource-sharing.
- Encourage collaborative projects among CAJM members, other museums, and cultural organizations.

Goal 4 SUSTAINABILITY

Broaden the base of CAJM financial support to maintain the organization and to realize strategic goals.

- Expand the base of institutional, affiliate, and individual memberships.
- Seek opportunities to increase earned income.
- Intensify efforts to increase annual support for GOS and for special projects.
- Begin consideration of an endowment campaign to sustain long-term activity.
- Engage key leaders in CAJM advisory or leadership committees.
- Consider the role of advocacy with government agencies, major foundations, and Jewish communal organizations.

To make this strategic agenda effective, the CAJM Board will develop a schedule of measurable objectives in the second half of FY11. Quarterly progress reports will be prepared for CAJM Board and also for CAJM members. The strategic plan will be revised and updated no later than the third year from adoption, that is, in FY2014.