

COUNCIL OF AMERICAN JEWISH MUSEUMS

Strategic Plan

Preliminary Draft 11/1/10

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, educating and inspiring.
- American Jewish museums encourage learning and reflection, supported by scholarship.
- American Jewish museums represent 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 providing services to enhance the excellence and professional operation of Jewish museums; advocate on behalf of Jewish museums; and reach 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, including regional or specialized mini-conferences.
- Provide enhanced opportunities for professional development including 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, such as Holocaust centers and synagogue museums.

Goal 3 COLLABORATION

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

- Intensify our engagement with AAM, AASLH, and other museum alliances.
- Explore opportunities to engage European Jewish museums and Israeli museums on a more consistent and productive basis.
- Identify other national cultural and educational organizations such as associations of Jewish film festivals, arts and culture programs, Jewish day schools, and summer camps 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.

- Develop a plan for advocacy with government agencies, major foundations, and Jewish communal organizations.
- 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.

In order 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 consideration (and reports to the field). The strategic plan will be revised and update no later than the third year from adoption, that is, FY2014.