

IMAGINE 2025

Update #4

It's been a very busy couple of months. The Imagine team has been working with seven different task groups, speaking with many congregants one-on-one, seeking guidance from other synagogues, keeping our clergy and staff involved with our work,, and in general moving forward with building a draft plan that focuses on strengthening and reinforcing the community values that our 300-plus individual and family households are looking for from OZ.

Specifically, the four task groups that were formed and began work in late February have each been meeting regularly and refining their ideas. As we've evolved, we've focused on three strategic pillars for OZ which effectively address the primary values and interests of the community that we heard through our extensive research:

- Community/Culture Center Task Group
- Social Justice Task Group
- Religious/Spiritual Task Group

As well, we continue to focus on a critical demographic – young families (the lifeblood of our future) – through the Family Engagement Task Group.

As each of these groups flesh out their plans for 2025, we'll see opportunities for integration across different demographics of all ages and other congregational subgroups (e.g., interfaith families, Hebrew school, adult education, etc).

Additionally, several other task groups are focused on 2021/22 operational needs:

- Post-COVID Task Group is beginning to plan for the synagogues reopening.
- Marketing/Communications Task Group has begun to look and plan for how we enhance our communications both to our members and beyond our membership.
- Building/Campus Task Group is planning for the short-term needs for the upcoming 12 – 18 months, plus thinking through longer-term building/campus needs.

Underlying all of our thinking is planning for our long-term financial sustainability. Imagine 2025 is developing recommendations and plans for growing our congregation. These are grounded in our ability to (1) provide high quality value and content to our community, (2) clearly articulate our values and communicate a positive message, (3) enlist congregants as ambassadors for growing the community, and (4) demonstrating and communicating effectively with prospective members.

Imagine 2025 is on track to provide a draft plan to the board at the May meeting.

Come join us. Many of the task groups are now beginning work on phase 2 and we need your help. More than 125 members participated in our research. Today 60 members are working within the seven task groups, and we could use another 60 for phase 2. Join us. Contact Ingrid Pels at Ingrid37@gmail.com or Brett Smith at Aaron_05401@yahoo.com.

Shalom and thank you for allowing us to do this work,

~The Ever-Growing Imagine Gang