

# VIBRANT HUB GOALS

STRATEGIC PRIORITIES



## 5785 A Year of Hachnasat Orchim (Hospitality)

*We are committed to welcoming people of all ages, abilities and backgrounds.*



### KEY SEGMENT GOALS

1. **Pilot a fitness service.**
2. **Broaden teen programs** with Root One funded Senior Shaliach, explore partnerships that might enhance our offerings, and decide on hosting the 2027 JCC Maccabi Games.
3. **Expand and enhance out-of-school time programming** by introducing more weekend programming, different after-school options, and engaging with new potential populations to be served.



### ORGANIZATIONAL CAPACITY GOALS

1. **Work to improve internal JCC collaboration**, coordination, and alignment with new approach to professional development.
2. **Improve accessibility at the JCC**, including responding to ADA survey, increasing transportation options for Gems and youth programming, and exploring busing for Camp Kef
3. **Scaffolding master plan for the campus**, business plans, and capital campaign for launch as early as spring 2025



### OUTSTANDING EXPERIENCES GOALS

1. **Elevate Israel's presence by opening a center for Israel education** and cultural activities at the JCC.
2. **Implement best practices and business planning in early childhood learning and summer camp**, looking carefully at benchmarking and other JCC's to understand metrics for excellence, including financial models, educational outcomes, and complementary programs.
3. **Execute lobby renovations and additional security upgrades.**



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SUPPORT OUR  
MISSION

