

,From Masa מָסָא: Kol Shofar's Steering Committee for our Strategic Plan.

BULLETIN # 2



**And moving right along.....
Masa identifies what areas we need to learn more about ...**

Our Membership
Our Sacred Community
Our Search for Spirituality
Our Jewish Education for Children, Youth and Adults
Our Values as a Conservative Jewish Congregation
Our Vibrancy and Community Building
Our Financial Sustainability
Who are we **beyond** 2010
and more!

And where these treasures of knowledge are hidden.....

It is within each and everyone of us, our members and potential members

MASA is planning to engage in an information gathering phase between April and the beginning of summer. We will distribute a **survey**, organize multiple **focus groups**, and conduct some **key informant** interviews. We encourage **everyone** to participate. We will then collate, study and analyze the findings which we will share with you at a congregation-wide gathering **after** our move into our new building and the High Holidays.

Next our Vision and Values Statement will be reviewed. An in-depth look at a handful of issues identified through the information-gathering process will take place through new Committees to be set up, each one with its own area of focus. Based upon the discussions within the Committees, we will strive to develop Strategic Recommendations in each area by the end of the year. Finally, an Action Plan with a timeline will guide the tasks to be accomplished so as to realize our strategic plan.

Look out for next steps coming soon in Bulletin #3!

There will be many opportunities for you to participate throughout the process.

For questions about our Strategic Planning journey (Masa),
contact Marty Zelin at: mzelin@tufts.edu