



Mission and Priorities

2020-2025

INTRODUCTION



Beginning in August 2019, the Mission and Priorities Task Force convened to develop renewed Vision and Mission Statements that reflect our congregation's core values, goals, and aspirations, and to recommend and prioritize approaches to reach them. To inform its process, the Task Force engaged both the congregation and constituencies of the congregation for feedback.

The following report summarizes our Vision, Mission, and Core Values, and defines our priorities for 2020-2025.





OUR VISION, MISSION, & CORE VALUES



OUR VISION

WE ENVISION...

Reform Jewish values actualized to inspire present and future generations.

OUR MISSION



Touro Synagogue creates a haven for individual, family, and communal connection to Reform Judaism and to each other. Grounded in our enduring history and guided by our innovative spirit, we are an ever-evolving expression of Jewish faith, hope, possibility, meaning, and impact within our walls and beyond.





BEIT KNESSET: ADVANCING OUR MISSION

We advance our mission through our role as *Beit Kneset*, a home for gathering, where we experience the fullness of life together in community.

Beit T'filah, a home for prayer, where we mark sacred moments, express our deepest longings through timeless blessings, and creatively nurture spiritual yearnings.

Beit Midrash, a home for study, where we stimulate one another's minds and hearts through lifelong Jewish learning.

Beit Tikkun Olam, a home for healing through engagement with social justice.

Beit Ahava, a home for inclusive love, joy, and spiritual sustenance.

OUR CORE VALUES

Transformative
Prayer

Expansive
Thought

Fearless
Engagement

Love



OUR PRIORITIES

OUR PRIORITIES



Guided by Touro Synagogue's Vision and Mission Statements, anchored by the strong foundation of sacred duties and pastoral care, and reflective of our commitment to social justice, **action priorities are clustered around four Strategic Pillars:**



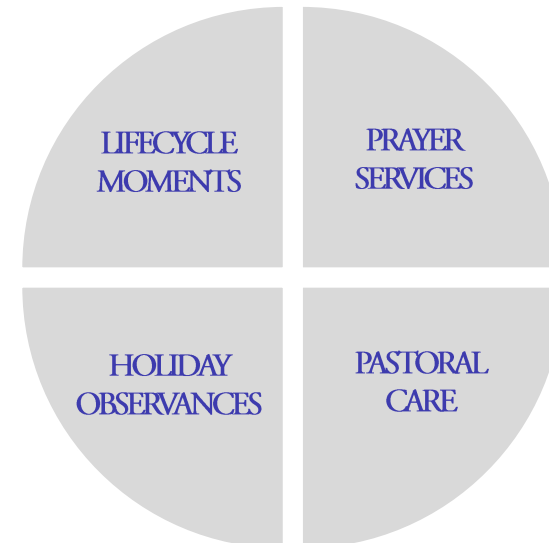
SACRED DUTIES AND PASTORAL CARE



Activities in the life of the synagogue are built upon a relationship of trust that congregants form with clergy.

Clergy is committed to constantly, proficiently, and lovingly sanctifying the most important Jewish and human moments of the lives of Touro congregants.

BUILDING TRUST BETWEEN CONGREGANTS AND CLERGY





SOCIAL JUSTICE : OUR CROSS-CUTTING OPERATING PHILOPSOPHY

- **Social justice is the lens we apply to the priorities and activities that define us**, truly an essential element of a congregation oriented around justice and equality.
- For this reason, social justice goals and priorities are not indicated separately; rather, our commitments to support all in need and to the pursuit of equity have been embedded in the planning for each Strategic Pillar.

CONGREGATIONAL ENGAGEMENT



User-Centric Engagement Experiences

Success Outcome: Congregants readily and regularly access services, programming, and pastoral care most relevant to them.

Engaging Those Outside Our Congregation

Success Outcome: New Orleans sees Touro Synagogue as an asset that benefits the community beyond the members of our congregation.

Congregational Size: Slow Growth Strategy

Success Outcome: Intentional slow and steady growth that maximizes congregant satisfaction, efficient and effective use of resources, and community impact.



Youth Engagement

Success Outcome: Youth are engaged and excited about building their Jewish identity through religious, social, and programmatic involvement.

Family Engagement and Growth

Success Outcome: More families with young children are growing the congregation through attraction to and engagement with religious education and youth programming, resulting in parents wanting their children to become B'nai Mitzvah, Confirmants, and active participants in congregational programming.

Adult Engagement

Success Outcome: More congregants are engaged with Touro Synagogue through the pursuit of innovative, user-driven, experientially based lifelong learning that is rooted in Jewish principles and allows for depth of inquiry and seriousness of purpose.



The Learning Experience – Staff and Space

Success Outcome: A strong, flexible infrastructure to ensure that the delivery of all educational programming is innovative, user-centric, and staffed appropriately to support youth religious programs, lifelong learning, and social impact initiatives.

Success Outcome: Ensure top quality offerings, maximized engagement, and financial self-sustainability through regular review.



Staffing

Success Outcome: Touro Synagogue is optimally staffed for effectiveness and efficiency with the right people in the right places doing the right job.

Security

Success Outcome: A space where everyone is safe and feels safe.

Communications

Success Outcome: The right people receive and internalize the right information at the right time.

Building and Grounds

Success Outcome: A well-maintained space that reflects our mission and values, and is welcoming, accessible, secure, and efficiently utilized.



Fiscal Sustainability

Success Outcome: The Touro Synagogue community reflects a culture of giving and becomes an investment of choice that is financially healthy and perpetually sustainable. Specifically, we aim to:

- Maintain sound financial procedures.
- Develop a clear narrative that is in alignment with our mission and values.
- Engage a fundraising consultant as needed to help us to hone, coordinate, and meet our philanthropic needs.
- Build a robust endowment growth plan.
- Develop a philanthropic plan to ensure continuity and commitment of diverse stakeholders, additional giving opportunities, more donors, and larger gifts.
- Continually enhance our planned giving program.
- Ensure dedicated funds are available for facility needs and to maintain appropriate staffing.
- Ensure dedicated funds are available for social justice needs and pursuits.



NOW WHAT?



HOW WILL WE USE THIS?

Provides a strategic framework for all who steward Touro Synagogue going forward – Lay Leadership, Clergy, Staff.

- Provides direction for strategic decision-making, passed down annually to the Board, Committee Chairs, Clergy and Staff to guide our work.
- Ensures that current and future work align with our mission, our values, and our priorities.
 - Who we are
 - What we do, and why
 - Evaluative for ongoing and new actions and initiatives
- Allows flexibility to evolve over the five-year timeframe and acknowledges the need for comprehensive review.

MISSION AND PRIORITIES TASK FORCE



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Q & A