

VIBRANT HUB GOALS

STRATEGIC PRIORITIES

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phillyjcc.com 45 Haverford Road, Wynnewood

A Year of Simcha (Joy)

Our work and what we offer to others inspires happiness and fulfillment, even amid life's great challenges.

KEY SEGMENT GOALS

1. Host the 2026 Jr & Mini JCC Maccabi Games and secure funding for hosting the 2027 JCC Maccabi Games.
2. Implementation of Preschool profitability strategies, including further expansion of KOP and exploration of third potential site, and programmatic improvements, including hiring of new Director of Teaching & Learning and improved curriculum.
3. Drive expansion of Gems programming and enrollment, to include new initiatives like respite care, Parkinson's programming, etc.

ORGANIZATIONAL CAPACITY GOALS

1. Identify and plan for the implementation of new CRM, as well as additional technological tools useful in fostering staff collaboration, and the enhancement of customer facing experiences.
2. Continue professional development curriculum for staff, with key focus on succession planning; Begin development planning for board, with beginning focus on succession planning.
3. Expand and further professionalize development operations with the hiring of additional development staff and or exploring development consultation.

OUTSTANDING EXPERIENCES GOALS

1. Solidify and begin implementation of renovations for new wellness programming, as well as the return of membership.
2. Implement 2-3 new strategies developed with our Camp Kef strategic plan that enhance program quality and program enrollment.
3. Map out long-term capital plan for campus, including aligning with key stakeholders on a master plan and order of operations for critical capital improvements.

