

THE NEW WOMEN'S LEAGUE STRATEGIC PLAN/2012

Women's League is at a very exciting crossroad, ready to improve the way we do things, provide new membership opportunities and build a track for new leadership. At convention we will vote on several amendments to our by-laws to better service our membership. These are some of the areas we will be focusing on in the next two years, to comply with the new strategic plan.

- Individual memberships will open a new port of entry so that all Conservative Jewish women can be involved, even if they choose not to join a sisterhood. Products and services will be designed for individual members as well as for sisterhood members. Efforts to support and help grow sisterhoods will include new and improved marketing tools. Training opportunities for intergenerational needs will support individual and sisterhood members, as well.
- Increasing the rotation of leaders is a top priority. Volunteer opportunities will encourage women to pursue their interests; new skills will allow them to flourish in whatever capacity they choose. Playing a leadership role should be desirable and rewarding to all those who say yes to being a part of Women's League.
- The products and services provided will reflect the needs of all Conservative Jewish women. By disseminating new materials online, sisterhoods will have the tools needed to keep their groups fresh and their members engaged. The program committee will present new materials throughout the regions, for which a pilot program is already in place.
- A communications plan to serve women of every age is ready. The website (www.wlcj.org), with information, products and administrative tools, is available for all members who will find interesting and relevant material updated on a regular basis. An active Facebook presence has been added, as well as BaOlam, the world affairs blog.
- The strategic implementation plan also includes changes on the international level. Convention delegates will be voting to move convention from every two years to every three years. The professional and lay leaders will define different causes and issues that both individual and sisterhood members can embrace and work on together.

This implementation plan is the result of many hours of work by a committee that represents the entire membership. Focus groups, surveys and input from past and present leaders were essential to getting a broad perspective of what changes were necessary to make the organization vital and responsive.

These implementation efforts will bring about a new network for all Conservative women that will evolve as its members' needs and interests evolve.