

# 2017-2020 Strategic Priorities

## Priority Area 1

**Ensure Excellence in Quality Client Care by Improving Efficiency, Accessibility, Outcomes, and Service Delivery**

## Priority Area 2

**The agency's infrastructure will provide opportunities for growth and ensure sustainability.**

## Priority Area 3

**Our marketing strategy will achieve brand recognition, client acquisition, increased earned revenue and philanthropic revenue.**



### Priority Area 1

**Ensure Excellence in Quality Client Care by Improving, Efficiency, Accessibility, Outcomes, and Service Delivery**

- Goal 1 *Increase ease of access to services to include non-traditional modes of service delivery.*
- Goal 2 *Enhance quality of client experience through more systematic collaboration with stakeholders.*
- Goal 3 *Empower clients to achieve individual, person-centered goals through comprehensive services across programs.*
- Goal 4 *Utilize skilled and well trained volunteers to enhance JFS programming and provide meaningful opportunities for community engagement.*

### Priority Area 2

**The agency's infrastructure will provide opportunities for growth and ensure sustainability.**

- Goal 1 *Build capacity for increased earned revenue by offering unique services for which there is a high demand or programming that positions JFS in a niche market.*
- Goal 2 *Build capacity by increasing philanthropic revenue.*
- Goal 3 *Build capacity by increasing revenue from contracts, grants and corporate giving*
- Goal 4 *Secure strategically appropriate physical space for expansion.*
- Goal 5 *Continue to build and maintain technological infrastructure that would ensure JFS's efficient operations and increase client satisfaction.*
- Goal 6 *Attract, sustain, and develop human capital.*
- Goal 7 *Identify and adopt technology to innovate modes of service delivery and better position JFS for funding.*
- Goal 8 *Develop resources and strategies to respond to a complex risk environment.*

### Priority Area 3

**Our marketing strategy will achieve brand recognition, client acquisition, increased earned revenue and philanthropic revenue.**

- Goal 1 *Capitalize on JFS' reputation in the community to increase our circle of influence and promote services.*
- Goal 2 *Implement a comprehensive marketing plan for all revenue producing endeavors.*
- Goal 3 *Prioritize efforts to engage the Jewish Community on how to benefit from JFS's services.*