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.
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.

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.

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.