

Jewish Records Indexing – Poland Strategic Plan 2021-2022

| | Plan | Goal | Metric |
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| 1 | Develop & Approve a Formal Strategic Plan | Final Adoption of a two-year plan by full board of directors following Executive Committee approval. | Draft prepared for presentation at next Executive Committee meeting – Monday, November 29, 2021 |
| 2 | Implement New Bylaws, Establish Formal Committees & Stagger Board Member Terms | Establish Bylaws Committee, Nominating Committee, Membership Benefits Review Committee | All Required or Recommended Committees established and working in 2021. Staggered Board Member terms adopted by Board and recorded as policy in November 2021. |
| 3 | Review Adopted Board Policy; Revise as Needed for Current Times | Review and Adopt Board Policy for the Organization | Secretary to compile and present adopted policy to the executive committee for review. Then proposal to full board and adoption of standardized policy in 2022. |
| 4 | Replace Retiring Board Members | Maintain New Bylaws Directive to Maintain a Minimum of 9 and Maximum of 15 Board Members | 4 new members added in July 2021 including 3 lawyers and a former synagogue executive director with membership and campaign expertise |
| 5 | Launch a Formal Board Education Program | Conduct periodic training programs for the board throughout 2021 & 2022 | First session conducted August 30, 2021 utilizing a video and discussion on the topic “Establishing and Governing Your Charitable Organization”. Additional Board education slated for January 2022 on a related governance topic |
| 6 | Develop Predictable Operating Revenue: Institute Membership Program (1st Time Ever) | Reach a minimum of 700 paid-up members in first year of program at \$54 dues level. Retain membership level or exceed it in 2022 | Implemented membership on March 22, 2021. 760+ paid annual members signed up at the \$54 dues level as of November 15, 2021. |
| 7 | Institute Formal Members-only Benefits | Set up the structure for primarily intangible benefits of membership | Committee recommended a prioritized list of benefits. First round of members-only workshop/meetings scheduled in December 2021. |
| 8 | Establish an eNewsletter for Outgoing Communication to Stakeholders | Prepare a periodic, subscription newsletter with marketing and educational objectives to members and website users (potential members) | “ <i>For the Record</i> ” newsletter inaugurated in January 2021 to positive reviews. Over 6000 subscribers to date. |
| 9 | Expand Internet Searchable Database of Polish Jewish Records | Add a minimum of 75,000 records annually | As of November 15, 2021, at least 30,000 records have been queued for updating the database in 2021. 75,000 goal will be met by year end. |
| 10 | Update Hotlinks to Source Material at the Polish State Archives (NAC) in response to their system changes | Preserve or restore working links to the image scans on the New NAC website. | More than 85% of existing links to new NAC website preserved or restored as of November 2021. Outliers are resolved as discovered and reported by users. |
| 11 | Increase JRI-Poland’s Cooperative Exchange with other Related Institution | Establish a formal arrangement with Yad Vashem, World Holocaust Remembrance Center, Jerusalem | Preliminary agreement signed on November 17, 2021 to allow JRI-Poland search access Yad Vashem’s Database via API. International Press Release approved by JRI-Poland November 16 th and being reviewed in-house by Yad Vashem currently. |
| 12 | Begin Small Group Testing of NextGen Beta Site and Detect Bugs in a Test Environment; | Invite a small group, then the general public to create a user account on NextGen and assist with Quality Assurance and Load Testing by providing feedback | Volunteers invited to create an account in progressive small groups, beginning in April 2021. General public invited to create an account and provide feedback in October 2021. Over 1600 accounts established as of November 2021. |
| 13 | Establish a Formal Help Desk to Assist Users as they Test the Beta Website | Set up the structure for and implement a rudimentary helpdesk function in 2021 | Tawk.to software (freeware) selected and implemented in test environment as of November 15, 2021. 17 Volunteers ready for training. Scheduled to implement in December 2021 |
| 14 | Launch NextGen Live for Users | Begin using NextGen as JRI-Poland’s live website | Implement at main URL as the live system and move Legacy to legacy.jri-poland.org scheduled for January 2022 |
| 15 | Raise Funds for NextGen Development Project | Conduct an annual year-end fundraising campaign to fund the next year’s NextGen development objective. Target for this year’s campaign is \$200,000 | In December 2020 we raised \$160,000 to fund 2021 work. The December 2021 campaign now in Silent phase to assemble Matching Grant Donors prior to a public appeal for donations before year end |