Strategy and Project Milestones

**URJ Biennial - Upclose**

**College Commons:**
1. Marketing materials distributed at Biennial
2. Digital Seminar trailer to be played before plenary event
3. Produce Bully Pulpit Podcast interviews at Biennial

**Israel:** Developing new materials and HUC-JIR branded apparel to promote Jerusalem campus’ activities

**Alumni:** Reception and Schools of Education Breakfast

**Recruitment:**
1. Participation in College Intern Dinner
2. Distribution of marketing materials

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2015:

**October**
- Fall Session of AlumniLearn begins
- 2 new lay people approached for BOO role in JR
- Launch of first Digital Seminar for College Commons
- Next Alumni Mailing on Planned Giving drops
- Continued testing of the Livestream unit in CN for fall events
- Alumni event in Jerusalem
- Post-MSCHE visit, units being reviewed for 15-16 academic year
- Youth professional development seminars with URJ
- Faculty video interviews developed for HS audience
- New financial reporting models presented to senior staff

**November**
- New Overseers join Israel Cmte. Mtg.
- College student seminar on Israel on CN campus
- Marketing for conference begins
- College student seminar on Israel on CN campus
- Society for Biblical Literature Conference Alumni Luncheon
- Alumni gathering at Evangelical Theological Society Annual Meeting
- New Rabbinical curriculum discussed on all campuses

**December**
- Video material moved gradually from Kultura to Vimeo or Livestream
- Pilot new performance management system – LA campus
- HUC-JIR Scholarship application for incoming students created
- Fundraising campaign launched for scholarships
- Begin consultation process with library expert
- Youth professional seminars, all three stateside campuses
First Miller HS Shabbaton

College Commons Live Encounters event at PARR with marketing materials distributed

Revised dashboard data produced

Implement performance management system on CN and NY campuses

Timetables for curricular review in DFSSM, ZSJNM, and PSGS

Plan and adopt a new Hebrew initiative with presentation of new Curriculum

New financial reporting roll out to all budget managers

HUC.edu appears in mobile-friendly design

HUC in Palm Beach

Smashing Idols Fellowship begins

Presentation of proposals for curricular changes

First ever teen spirituality retreat

Evaluate initial implementation of performance management system

Draft approved of 10-year plan for Academic Resources

First Thought Leadership Development Conference takes place

Revised Rabbinical Curriculum approved

As of October 9, 2015
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