Strategy and Initiative Milestones

2014:

- **January**: Recruitment and Admissions marketing campaign launched
- **February**: Youth professional seminar in partnership with URJ launched
- **March**: NY Space Rental Website launched
- **April**: Goals and Initial Strategy List presented to Board of Governors
- **May**: Meeting with Alumni Committee on recruitment
- **June**: Plan produced for deferred maintenance on all campuses
- **July**: Process identified for evaluating new programs
- **August**: HUC-JIR hosts Birthright Next on Cinci campus
- **September**: Materials for new planned giving marketing go to print
- **October**: Newly retooled NORA team in place
- **November**: Recruitment and Admissions marketing campaign launched
- **December**: Youth professional seminar in partnership with URJ launched

**Thought Leadership**

**Recruitment and Admissions**

**Sustainability and Growth**

**Curriculum**

**Israel**
Strategy and Project Timeline

- **January 2016**: First Thought Leadership Development Conference takes place
- **May 2016**: Plan and adopt a new Hebrew initiative with presentation of new Curriculum
- **June 2016**: Draft approved of 10-year plan for Academic Resources
- **August 2016**: First cohort of students for Elite High School and College Program begins
- **October 2016**: Revised Rabbinical Curriculum approved

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