



How to Make Congregational Leaders: Leadership & Synagogue Transformation

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WORKSHOP SCENARIOS

WORKSHOP ACTIVITY: 20 minutes

Each group will discuss once scenario and develop a high level plan for moving forward.

Specific Deliverables:

Approach you would take - Mind Map/Plan on Flip Chart

Desired outcomes you would like to arrive at - Flip Chart

High Level Plan and Timeline - Flip Chart

Case Study # 1 - Small Congregation

- **Challenge: Building product to attract new families / financing growth**
- Circa 160 Families
- 65% of members over the age of 60
- 60% of these over 80 years old
- Large Percentage of Membership are Pensioners
- Culture of Giving - while it exists - is very small scale
- Leadership largely non-commercial with some business experience
- Very small part-time staff - 1 or 2 people
- Equivalent of one full time clergy
- Location is highly desirable for young families (affordable) but facility and package truly outdated

Case Study # 2 - Medium Sized Congregation

- **Challenge: To gain a holistic view of community expectations / needs for the future of the synagogue**
- Circa 500 Families
- 50% of members over the age of 60
- 25% of members on concession rates
- Membership Fees alone do not cover operational expenditure
- Small number of members attend regularly
- Committed Leadership
- 5 FTEs, Equivalent of two full time clergy
- Steady decline in membership over last 10 years
- Shifting paradigm in member engagement and community needs
- Need to appoint a new Rabbi
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