


**CESJDS**

*Where tradition meets innovation.*

# Strategic Plan



CESJDS will continue to build on its strong history by revising its Strategic Plan to reflect the evolving needs of the Jewish community, to take advantage of new and innovative forms of education, and to make sure that CESJDS remains financially sustainable.

## mission / what we do

We deliver an exemplary and inspiring general and Jewish education.

## purpose / why

To ensure a vibrant Jewish future.

## vision / outcome

The growth of confident, compassionate thinkers who engage the world through Jewish values.

# educating

Re-imagine pluralistic Jewish day school education for the 21st century that is anchored in Jewish values and academic rigor, and that also ensures the social, emotional, and physical well-being of every student.



- a. Engage in best practices in education, including training and professional development, educational support and enrichment, and opportunities for advanced studies.
- b. Implement innovative educational methods to optimize the effectiveness of faculty and staff.
- c. Attract, develop, and retain outstanding faculty and staff.
- d. Improve and support an innovative Middle School program that aligns closely with developmental requirements, including extra attention to social skills and relationships, executive planning, academic preparation, and multi-dimensional learning experiences that interact with the upper school environment and the Washington, D.C. landscape.
- e. Empower our students with a rigorous JK-12 curriculum that encourages individuality, honors diversity and a plurality of ideas and beliefs, and leverages collaboration and interdependence to nurture a vibrant, intellectually curious, thoughtful, creative, connected, and resilient community.
- f. Sustain a broad and pluralistic approach to Judaic Studies that accommodates all Jewish students and their families, and the evolving practice of Judaism throughout our communities.
- g. Sustain Educational Support Services programs to support diverse learners, provide opportunities for enrichment, and scaffold the development of social skills and social/pragmatic language skills.







## enriching culture

Continue to demonstrate a proactive culture of emotional and social wellness for all our students and their families.

- a. Prioritize “whole child” programs that integrate social, emotional, and physical well-being across academic disciplines and educational programs.
- b. Teach and model empathy, mindfulness, and social awareness-welfare strategies as part of our unique Jewish values-based curriculum.
- c. Develop partnerships with community resources and other organizations with summer camps and other outdoor educational organizations to create socially aware programs on a year-long basis.
- d. Educate, engage, and partner with parents regularly and consistently.
- e. Nurture, support, and enhance the school community, including a full integration of all international students and their families.

# our core values

TORAH L'SHMAH/  
LOVE OF LEARNING

תורה לשמה

Lifelong learning inspired by a strong, comprehensive academic program of general and Judaic studies that prioritizes critical, independent, and creative thought and expression.

AHAVAT TORAH/  
LOVE OF TORAH

אהבת תורה

Knowledge of and appreciation for the wisdom, spiritual depth, and ethical guidance of Judaism.

K'DUSHAH/  
HOLINESS

קדושה

Perception of God's presence in the awe and wonder of our world and how we can sanctify our lives through the practice and experience of the Mitzvot.

AHAVAT YISRAEL/  
LOVE OF ISRAEL

אהבת ישראל

An inextricable bond with the Jewish people – past, present, and future. A strong personal and ongoing relationship with Israel, its people, and its culture. An appreciation for and mastery of Hebrew as the language and voice of the Jewish people.

V'AHAVTA L'RAYAKHA/  
LOVE YOUR NEIGHBOR

ואהבת לרעך

A deep commitment to B'tzelem Elokim (each individual is created in the image of God), and Derekh Eretz (ethical decency).

TIKUN OLAM/  
REPAIRING THE WORLD

תקון עולם

Passionate desire, active engagement, and individual/collective commitment to repair the world and make it more compassionate, just, and peaceful.

KEHILLAH/  
COMMUNITY

קהילה

A vibrant, caring, moral community based upon the concepts of Ahraiut and Areyvut (individual and collective responsibility).

PLURALISM

פלורליזם

A principled commitment to the diversity of Jewish backgrounds, beliefs, and practices of our community of students, teachers, and parents. We unite through our shared values and cultivate respect and knowledge inspired by our differences.

# maintaining financial health

Ensure financial strength, enrollment sustainability, and transformative philanthropic support that secures the School's long-term future and furthers the School's commitment to tuition accessibility and financial sustainability.

- a. Develop a sustainable approach to tuition and tuition assistance that ensures access to families of different financial means.
- b. Secure significant philanthropic support and other revenue sources.
- c. Research, develop, and evaluate alternative tuition and tuition assistance models.
- d. Develop a precise and strategic marketing and communications plan to promote CESJDS' mission and vision, raise the school's public profile, and drive interest in Jewish day school education.
- e. Research, develop, and implement a real estate and facilities strategy that helps ensure CESJDS' financial sustainability and is aligned with the school's overall strategy, mission, and vision.



# connecting community

Position CESJDS as a “hub” in the Washington, D.C. Jewish community.

- a. Develop programs and partnerships that connect CESJDS to the greater community by leveraging CESJDS’ resources and facilities for our school community and the broader (local, national, and international) community.
- b. Expand and deepen community partnerships to enrich our students’ educational experience.
- c. Develop and launch an International Student Program.
- d. Take advantage of CESJDS’ unique location in the National Capital Region to become a center of excellence in teaching political engagement, scientific research and technology through access to regional institutions





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