

President Board Report: 8-16-18
What's My Why

Ellen Torres, President of TBE

When I attended the URJ's Scheidt Seminar for Temple Presidents in February 2017, I was introduced to many important elements that are significant to being president of a Temple. One question they posed to us stood out—What's my Why? In other words, what is our purpose for engaging in the work of Temple leadership and how do we measure our success? In order to remain a relevant and effective center of Jewish living, we need to give our congregants reasons for investing time and energy in being part of Temple Beth-El. We need to find out what truly matters to our congregants and prospective congregants, to help them enrich their lives through their relationship with the Temple and with its members.

- We need to help congregants build deep relationships with people who will be there for them in difficult times and times of joy.
- We need to build meaning by bringing Jewish tradition and wisdom to the challenges our congregants face.
- And we need to have an impact on our congregants and the world around them.

So our challenge is to identify how well we are doing this. What are we doing well and what are we doing that is not working so well? What should we look at to measure our success; what is our yardstick?

I hope that our Board orientation and the work we have set out for ourselves this year will help us to identify these points and to help us to improve what we are doing. So, let's find our Why together and work as a team to make Temple Beth-El a place of deep relationships, meaning, and impact for our congregants and all who join us on this journey.