

**NCSY**  
**Executive Summary**  
Strategic Plan  
2025-2030

# NCSY Mission and Vision

## MISSION

**NCSY's mission is to inspire in all Jewish teens the desire to learn and grow to their individual potential as Jews and as members of the community.** By bringing teens from varied Jewish backgrounds together for experiences that inspire and empower them in their Judaism, NCSY aims to address the core challenges facing Jewish teens today.

## VISION

Within the next five years, NCSY envisions itself as a data-informed, continuously learning organization, with both the staff and financial resources to maximally meet the spiritual needs of Jewish students in North America and beyond. Key evolutions include:

- Reimagining evaluation through a point-of-contact system tracking relationships, religious growth, program excellence, and attendance.
- Reallocating resources to communities of greatest opportunity, based on a nationwide community mapping model.
- Strengthening the staff and advisor pipeline through expanded recruitment, training, and retention.
- Maximizing impact by aligning programs and staffing to the strategies that most effectively drive teen religious growth.



## Key Strategic Goals

### 5 Years

#### **Focus on YOU and your work**

Gradually adopt a “local mekarev–centric” model, grouping cities by type rather than geography.

#### **Align Evaluation to our Teen Growth Goals**

Implement point-of-contact tracking of individual relationships and religious growth alongside attendance.

#### **Strengthen the Pipeline**

Invest in advisors and staff recruitment across untapped channels, provide career-focused tracking, and improve onboarding and training.

#### **Reallocate Resources to Maximize Impact**

Map every North American community, score 1–5 by opportunity and results, and direct funding/staff accordingly.

# Primary Implementation Steps

## Public, Private, and Community Schools

- Expand JSU, JSU Private, and JSU Global Campus to reach more remote students at lower cost-per-teen.
- Grow domestic summer offerings as alternatives/complements to Israel programs.
- Leverage digital platforms to reach exponentially more teens, with ROI-based continuation or discontinuation.



## Yeshiva Day Schools

- Prioritize single-gender engagement models (e.g., NCSY 4G, Boys-only NCSY) and new high-impact initiatives such as GoodSport, Ki Va Moed, and Community Beis Medrash.
- Require all programs to integrate one or more key teen-growth drivers: Advisors, Wow Moments, Interschool Programs, Leadership Development, Staff Investment.
- Expand NCSY Summer experiences, leveraging RootOne subsidies.



## Operational & Fundraising

- Focus fundraising on 6–8 figure donors and major-gift cultivation.
- Strengthen operational systems through EOS-based accountability, improved OU Finance partnership, and technology upgrades.
- Eliminate underperforming programs, regions, or positions that do not meet educational or financial ROI thresholds.



# Key Measures of Success

## Overall (Inclusive of Public-School and Day-School Audiences)



Total Reach  
34,500 → **50,000+**



Total Engagement  
9,600 → **15,000+**



Total Summer Engagement  
2,300 → **3,500+**



Yeshiva/Seminary/STU™M enrollment  
post-high school for PS audience  
180 → **300+**

## Public School/Private/Community School



Total Reach  
~26,000 → **39,000+**



Schools served (JSU & JSU Global Campus)  
~400 → **600+**



Engagement (religious milestones +  
strong staff relationships)  
~5,600 → **9,000+**



Total Summer Engagement  
~800 → **1,500+**



Yeshiva/Seminary/STU™M enrollment  
post-high school for PS audience  
180 → **300+**

## Yeshiva Day School



# of Communities in which  
NCSY plays a vital role → **+30%**



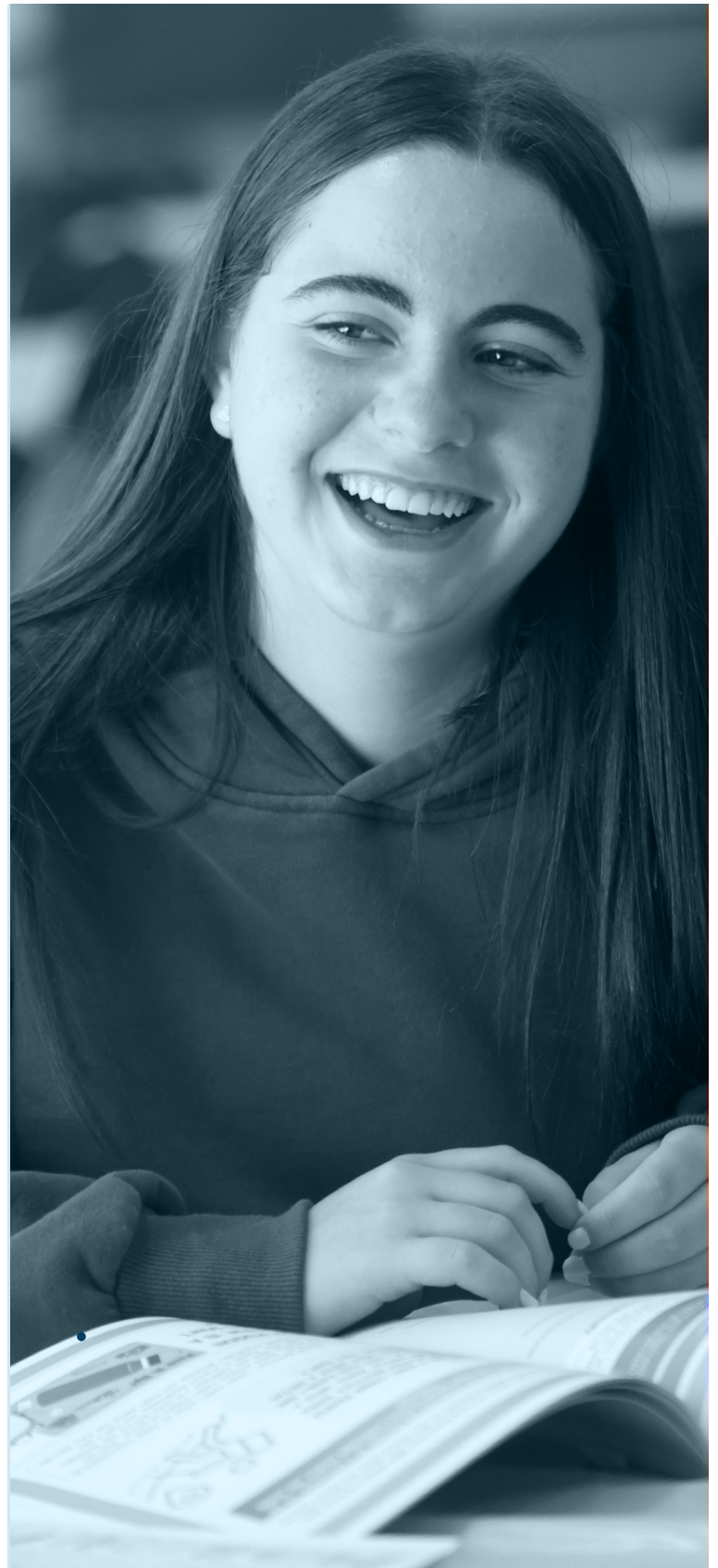
Total Summer Engagement  
~1,500 → **2,000+**



Engagement (religious milestones +  
strong staff relationships)  
~4,000 → **6,000+**



Staff & Pipeline Development  
Double viable staff sourcing pathways,  
incl. doubling advisor applicants for staff roles





## In summary:

NCSY's strategy is an evolution, not a revolution—building on strengths while implementing sharper evaluation, strategic resource allocation, and bold programmatic innovation. Through disciplined execution, NCSY will achieve deeper, broader, and more measurable impact on the Jewish future.