

Mission and Vision of Congregation Beth Shalom

A key part of the strategic planning process is communicating the overall direction of the synagogue to our membership. The Mission and Vision provide a brief encapsulation of this new direction that can be widely disseminated to our community. This summary touches on the *shul* as a whole, not just the areas that will be the focus of strategic change over the next five years. In evaluating the research done by the Strategic Plan Steering Committee, the task force recommendations, and with input from Senior Rabbi Seth Adelson, we recommend considering the following tagline, mission, and vision for Beth Shalom for the next five years, though finalizing this language is left as a task for the Executive Committee and Board of Trustees. We believe these will accurately and engagingly describe our entire shul to the larger Pittsburgh community while also summarizing the vision for the synagogue's future detailed in the plan below.

Tagline

A welcoming community dedicated to prayer, learning, and justice.

Mission

Congregation Beth Shalom is a thriving Conservative synagogue located in the heart of Pittsburgh's historic Squirrel Hill. Our Judaism is egalitarian and transformational. We welcome members of diverse backgrounds and perspectives. Through daily religious services, holiday celebrations, Torah study, education for members of all ages, and lifecycle events, we strive to grow and enrich our lives as Jews in today's world.

Vision

We envision a congregation:

- where every member cherishes their *shul* connection, expressed through participation, volunteerism, and a culture of giving;
- that operates sustainably and in a way that reflects our values;
- that celebrates children and youth as integral to our entire intergenerational community;
- that embraces diversity, inviting individuals and families of all backgrounds to grow Jewishly and help lead our community;
- where programs deepen and enhance our members' connection to *halakhah* (Jewish law), Jewish culture, and Israel;
- where the study of Torah, practice of Judaism, and the pursuit of justice lead to improving our own lives, our community, and our world.