

UJS STRATEGY 2022-2025



*Living up to our ideals of Leading, Defending and Enriching
Jewish student life into 2025*



THE VOICE OF JEWISH STUDENTS



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Background

Since the late 90s, UJS has undertaken 4 key pieces of work helping to shape the medium and long term organisational strategy. In 1998, under the leadership of Sir Victor Blank, UJS produced the “Every Student Matters” report. In 2011, UJS together with the JPR, undertook the National Jewish Student Survey. This led to the 2013 Strategic Review which was then followed by another Strategic Review in 2016. Now, in 2021, it is time to once more undertake a strategic review. The outcome of that review is the UJS Strategy 22-25, and is a result of consultation and work by the Trustees, the senior staff, and the elected President of UJS.

Strategy 2022-2025

Introduction

This strategy update intends to articulate the key priorities for UJS into Summer 2025. This strategic review comes after almost 2 years of continuous disruption to every area of the organisation due to the Covid-19 pandemic. This review aims to provide robust direction for the organisation, whilst leaving plenty of space for each successive President to implement their manifesto, and meaningfully lead the organisation within a framework but with no shackles.

This framework will focus on:

- Broad and long-term organisational development
- Maintaining autonomy for each UJS President and our wider student membership through programmes and policy via significant pillar events such as the UJS Presidential Elections and UJS Conference.

Headlines:

Primary Priorities:

1. Strengthen UJS’ provision of **services and reputation** on campus with Jewish students and Jewish societies through:
 - a. *External **branding review***
 - b. *Digital innovation in delivery of **online content**.*
 - c. *Expanding UJS’ reach, increasing our **online engagement** as well as our number of **societies and campuses**.*
 - d. *Continuing our role of **representing the Jewish student voice** to universities, community leaders and Government.*
 - e. *Ensure **innovative and expansive programming** opportunities for Jewish students to **“get involved”** no matter who they are or what their background.*
 - f. *Be a **leading incubator of student led activism and activists** within and beyond the community, **developing the future of Jewish leadership**.*

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2. Create a **pathway from Sixth Form to university** by working with school Jewish societies and Jewish schools to ensure that UJS is a presence before they even arrive on campus.
3. **Engage UJS alumni** in order to grow robust support for Jewish students and UJS through networks to **support employment after graduation** and **increase our donor base**.
4. Secure **long term and sustainable funding** for the future of UJS by the end of 2025.

Supporting Priorities:

- A. **Increase the UJS staff team** on both the sabbatical and permanent side to support increases in activity.
- B. Enable physical and metaphysical **spaces within which students can define their own Judaism** and carve out their own path(s) within a Jewish community they can feel comfortable in.
- C. Continue to increase and expand our **Israel engagement** with a clear focus on **trips and educational (and immersive) experiences**.

To request a copy of the full strategic plan and goals, please email the UJS CEO, Arie Miller, on ariehm@ujs.org.uk.

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