



Strategic Plan

FY2023-FY2025

This plan commits the Oregon Jewish Museum and Center for Holocaust Education (OJMCHE) to pursue goals that advance our mission.

MISSION STATEMENT

The Oregon Jewish Museum and Center for Holocaust Education explores the legacy of the Jewish experience in Oregon, teaches the enduring and universal relevance of the Holocaust, and provides opportunities for intercultural conversations.

VISION

OJMCHE strives to create a world that upholds and values truth, history, and justice.



Who We Are

The Oregon Jewish Museum and Center for Holocaust Education was formed through the 2014 merger of the Oregon Jewish Museum (founded 1990) and the Oregon Holocaust Resource Center (founded 1984). Together we have deepened our focus on Jewish art, history, and culture, while simultaneously recognizing the challenge of remaining relevant in a changing and tumultuous world.

We serve as the community repository for the Jewish experience in Oregon and as the proud stewards of the Oregon Holocaust Memorial in Portland's Washington Park. In June 2017, following a successful capital campaign, OJMCHC moved into our new home in Portland's North Park Blocks. The museum building now has gallery space capable of accommodating temporary exhibitions and robust public programming, state-of-the-art storage for our archives and artifact collections, an auditorium, a gift shop, and a café. Speakers from our Holocaust Speakers' Bureau give presentations at schools and other venues, and we offer tours year-round, bringing thousands of adults and schoolchildren to both the museum and the Oregon Holocaust Memorial.



Who We Are

CONTINUED

Three core exhibitions anchor our permanent galleries on the second floor: *Discrimination and Resistance: An Oregon Primer*, which identifies tools of discrimination and resistance; *The Holocaust: An Oregon Perspective*, a history of the Holocaust that incorporates the stories of Oregon survivors; and *Oregon Jewish Stories*, an installation focused on the experience of the Jews of Oregon. A fourth core exhibition on the first floor, *Human Rights After the Holocaust*, focuses on hatred, racial injustice, and genocide from 1945 to the present.

As a cultural organization with a reach that extends far beyond Oregon and southwest Washington, OJMCHE provides a community-wide gathering place for exhibitions, public events, educational programs, and performances, and offers a wide range of collaborative opportunities. OJMCHE welcomes everyone. We believe that the diversity within our community strengthens our mission.



Preamble: Our most precious assets are our people, our collections, and our reputation. People must be respected; collections must be acquired, preserved, and made available; and our dedication to rigor, equality, accessibility, and inclusivity must be foremost at all times. OJMCHÉ is committed to the following values and their expression:

Unique history, shared experiences: The history of the Jewish people has elements in common with that of other marginalized groups. Learning and interacting in an atmosphere of respect and inclusion allows people to build understanding, compassion, empathy, and respect for those whose backgrounds and beliefs may be different from their own.

Truth and accuracy: Preserving the history of Oregon's Jewish community, the Holocaust, and human rights abuses requires documentation and evidence based upon facts.

Education as activism and resistance: The Holocaust is a singular event in Jewish history and the Jewish community and an event with meaning for all humanity. Teaching this history informs people about the consequences of hatred and intolerance.

Respectful exchange: We practice empathy and encourage respectful conversation and varying points of view amongst our board, staff, volunteers, docents, and audiences.

Vigilance: In our ever-evolving political climate we will stay vigilant to protect democracy.

Moral responsibility: If we are ever to live in a just and compassionate world, we must educate our audiences to recognize and confront the signs and patterns of cruelty, hatred, and intolerance.



GOALS

GOAL ONE

Provide experiences that educate, inspire, and challenge audiences to think critically about discrimination, hatred, and oppression, and their effects across the globe.

Objectives

1. Connect the Jewish experience to issues of diversity and discrimination against religious, ethnic, and marginalized communities.
2. Promote dialogue through exhibitions, public programs, and other cultural events.
3. Build alliances and partnerships with other organizations locally, regionally, and nationally.
4. Speak out against discrimination, hatred, and oppression.
5. Join with other museums nationally and internationally to explore and highlight the contributions of the Jewish people.

GOAL TWO

Broaden our outreach and engagement throughout Oregon.

Objectives

1. Continue to expand OJMCHÉ's programming and services beyond the Portland metropolitan area.
2. Collaborate with organizations throughout the region through partnerships and shared programming.
3. Share our exhibitions, educational programs, and collections to extend outreach and diversify participation.



GOALS

CONTINUED

GOAL THREE

Deliver educational programs and services that position OJMCHC as a leader in Holocaust education and in the social and political conditions that give rise to authoritarianism, oppression, and injustice.

Objectives

1. Enhance educational programming to reach a broader demographic.
2. Use effective strategies and technologies to engage audiences and increase visibility.
3. Expand OJMCHC's capacity to lead and to be a partner in education.
4. Continue to maintain and preserve the Oregon Holocaust Memorial and increase its visibility.
5. Provide resources for teaching the Holocaust as a powerful reminder of the costs of hatred.

GOAL FOUR

Uphold accuracy and truth.

Objectives

1. Employ the highest standards of scholarship to maintain the confidence of our audience.
2. Speak out against and confront misinformation in our community.



GOALS

CONTINUED

GOAL FIVE

Continue to uphold diversity, equity, accessibility, and inclusion in all aspects of OJMCHÉ's organization and programming.

Objectives

1. Reach larger and more diverse audiences.
2. Expand the diversity of programming.
3. Enhance the intercultural competence of OJMCHÉ staff and volunteer leadership, and ensure inclusiveness in our organization and our work.
4. Actively seek to partner with social and cultural organizations that reach a diverse audience and support inclusion.
5. Continue to expand physical and sensory accessibility for all exhibitions and programming.

GOAL SIX

Ensure organizational resilience.

Objectives

1. Strengthen existing relationships and forge new connections with private funders, corporations, government entities, and foundations.
2. Continue to develop a digital strategic framework that is mission-aligned, encourages innovation, and keeps us at the forefront of technological change.
3. Embrace constructive change and be ready for uncertainty.