

“From the greatest darkness comes the greatest light” (taken from Job:12)

#GreatestLight Plan 2.0 – BBYO Management Plan, 6/23/20

The Greatest Light Plan 2.0 will guide BBYO’s work as our community grapples with the social and economic disruption caused by Coronavirus. It will mark a phase titled “The New Reality” where government and institutional policy will govern people’s ability to gather in significant numbers, education will take different shapes and people’s spending habits will be altered. This is the second plan a series of three that mark internally designated phases - understanding the crisis, the new reality, and rebirth.

Bring Reimagined Summer to Life

BBYO’s Summer Experiences are a vital platform for providing teens with space to explore their leadership styles, Jewish identities, and roles as global citizens. This year, teens will be offered a unique, reimagined summer via a combination of digital and in-person experiences, to help them build relationships and develop the skills necessary to lead the BBYO movement and achieve success in their lives.

- Deliver engaging leadership and Jewish enrichment experiences via digital platforms
- Evolve curriculum and offerings based on teen interest and feedback
- Offer in-person parallel programming where possible and desired
- Develop unique “movement moments” that bring the entire BBYO community together digitally

Prepare to Gather

BBYO delivers impact by gathering teens together in inspiring environments. As social distancing requirements wane in each community, we will gather teens in safe and responsible ways that inspire confidence amongst their families while continuing to gather virtually for larger moments of connection and movement-building.

- For communities that have yet to re-open:
 - Set criteria and identify when each community is ready to gather in person
 - Clearly communicate BBYO’s plan for re-opening, along with pre-program expectations of participants and families in a timely manner
 - Provide clear direction and guidelines to those responsible for in-person gatherings
 - Identify and secure resources, waivers, and protocols needed to protect staff, teens, advisors, and stakeholders for in-person gatherings, ensuring that BBYO meets all local and CDC requirements
- Create contingencies/protocols should social distancing requirements change in a community

Find, Train and Inspire Leaders to Continue Building the Movement

Growing the BBYO movement is a critical goal that requires new approaches while social distancing requirements are in place. We will design and implement strategies to train the next cadre of teen leaders, maximize membership growth, and deepen connectivity while taking coronavirus restrictions into consideration.

- Experiment with and execute new membership strategies through the delivery of on-trend content/talent, digital marketing campaigns, strong chapter activity, and peer-to-peer outreach
- Create digital and in-person training opportunities that maximize the number of chapter and regional leaders, as well as advisors, who receive “movement building training”
- Continue delivering powerful Jewish moments that connect teens around the world with a focus on High Holidays and Shabbat
- Prioritize advisor recruitment to ensure chapters have sufficient support
- Reimagine International Convention

Embrace the Issues of the Day

We are living through the immediate and unprecedented impact of social unrest caused by racial injustice and a pandemic. Israel will continue to be in the world's spotlight as annexation approaches are considered. We will offer support to teens, staff, and advisors to better understand the complexity of these issues and our role in facilitating dialogues and bringing about change.

- Educate ourselves, our peers, our volunteers, and our professionals about racial injustice through direct engagement with a diverse group of leaders, educators, and partner organizations so that we can build the necessary relationships that lead to action
- Leverage Shabbat and Jewish ritual moments to explore the lessons of social movements while highlighting the unique capacity of faith leaders to be agents of change
- Ensure forthcoming COVID-19 community service efforts are aligned with and inclusive of communities of color
- Prioritize voter education, voting rights, and equal access to voting while working to dramatically increase the youth vote in upcoming elections
- Explore Israel's complex social, political, and geographic realities while developing skills that help us better facilitate discussions about challenging topics

Take Care of our Teens and Each Other

The emotional toll of living through a pandemic and social unrest is significant for teens, families, colleagues, volunteers and partners. We must continually strive to be a place where members of the BBYO family can find comfort, support and hope.

- Identify professional learning opportunities that allow for personal and professional growth including stretch assignments, training and mentorship (Mifgash)
- Ensure all teen-facing staff are certified in youth mental health first aid training (YMHFA) and offer YMHFA training to interested advisors and partner organizations
- Develop new opportunities for staff and advisors to learn how to facilitate difficult conversations and better support teen mental wellness post COVID-19
- Continue regular internal communications (Monday meetings) and with external stakeholders (BBYO Good News On Demand). Ensure program fees and scholarship opportunities reflect the new economic realities BBYO families are facing

Work with others to strengthen our future

Stakeholders and institutions within the Jewish community and externally have been impacted by the pandemic and are looking for new ways to collaborate moving forward. We will seek to build partnerships with those who share a desire to make an impact consistent with our mission.

- Offer new opportunities to engage stakeholders beyond a philanthropic commitment while strengthening relationships with key supporters and new prospects
- Offer support to local institutions, including JCCs and synagogues who may have recently lost teen programming resources
- Continue building relationships and fostering initiatives with Jewish and non-Jewish organizations to improve Jewish continuity, increase social justice impact, and enhance our program offerings
- Offer wellness resources to youth-serving organizations through BBYO's Center for Adolescent Wellness, including a complimentary pilot use of the Wellness Assessment Tool