



JEWISH ARCHIVES AND HISTORICAL SOCIETY
OF EDMONTON AND NORTHERN ALBERTA

JAHSENA'S 2026-2031 STRATEGIC PLAN

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Rose Dolinko and Florence Weinlos as Candy Strippers, c1950; Weinlos family fonds

HISTORY

JAHSENA, the Jewish Archives and Historical Society of Edmonton and Northern Alberta, was established as a non-profit society in Alberta in 1996. Its founder, Uri Rosenzweig, had the idea to write a history of the Edmonton Jewish Community to celebrate its centennial in 1993, and so founded the Society to write the book, and to look after the materials collected during the process. The Society operates independently of any Jewish institution, communal body, or umbrella organization. **JAHSENA** collects the records of all Jewish organizations, Synagogues and individuals resident in the Northern half of the Province of Alberta.

The book, *"A Century of Jewish Life in Edmonton and Northern Alberta, 1893-1993,"* was published in 2000, and that same year, the Society hired their first Archivist, Debby Shocter. Since that time, the Society's holdings have grown to 200 metres, housed in its offices at the Jewish Community Centre of Edmonton. It has since published two more books, produced two documentary films, developed a modern website, held countless programs, conducted over 200 Oral History interviews and has described over 500 family and organizational fonds for the Alberta On Record database.



MISSION

The Society exists to preserve and protect the Jewish heritage of Edmonton and Northern Alberta through the collection of archival documents, artifacts and audiovisual materials for the use of present and future generations, and to promote knowledge of and use of those materials through outreach activities such as exhibitions and educational programs.

VISION

The Society endeavours to enable users to learn about self and others (intergenerational, connect with younger generation); to increase awareness and understanding of history; to give the users access information about genealogy, and learn how to research it; to preserve the history of our community; to foster understanding of our contributions to the local, national and international community; and through this process, to avoid the mistakes of history.

MANDATE

The mandate of **JAHSENA** is to preserve the Jewish heritage of the communities of Edmonton and Northern Alberta through the acquisition, housing, arrangement, description, cataloguing, preservation, restoration and access of collected materials.



COLLECTION POLICY

- Archival material collected shall include photographs, negatives, textual records such as oral and written histories, documents, newspapers, newsletters, books, audiovisual materials, etc.
- The collection of miscellaneous, non-archival materials relating to the history of the Jewish communities of Edmonton and Northern Alberta, such as: plaques, memorabilia, awards, statues, textiles and other ephemera, perhaps for the creation of a museum branch of the society.

ACCESS POLICY

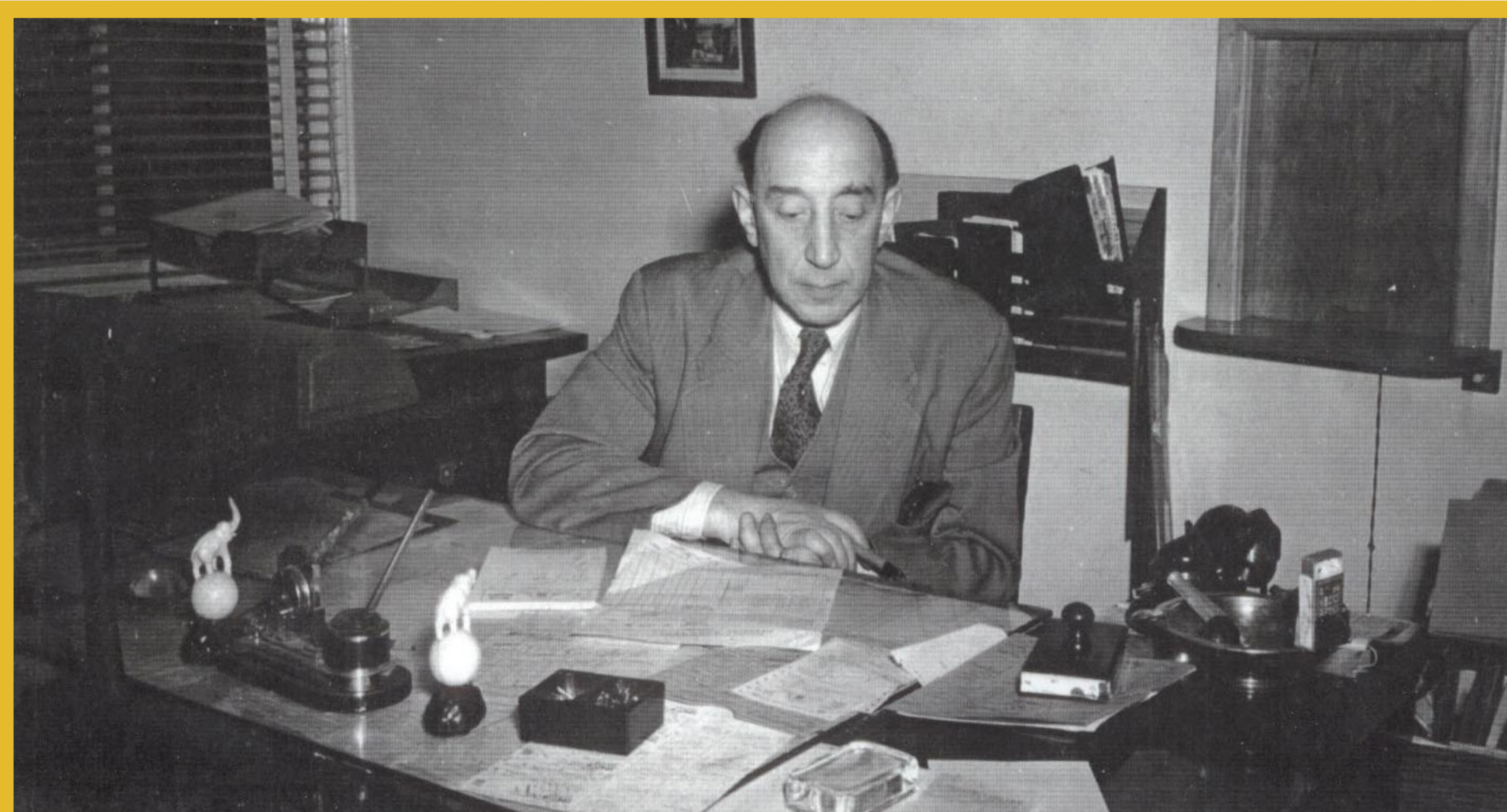
- Access to the collection is available to all members of the community during office hours or by appointment, for reference purposes only.
- Reproduction or duplication of certain items can be done for a fee.
- Material may be restricted based on copyright, legal or personal considerations as well as conservation/preservation reasons.
- No person shall be prevented from using the records acquired by the archives unless it is deemed that the material will be physically endangered or used in an illegal manner.
- Our collection shall be handicap-accessible.



STRATEGIC PLANNING

In 2026, the **Jewish Archives and Historical Society of Edmonton and Northern Alberta (JAHSENA)** launched a strategic planning process to guide the Society's work through 2031. Our Strategic Plan was developed to guide **JAHSENA**'s future and strengthen its role as a historic and cultural resource in Edmonton, Alberta. This plan was shaped by input from staff, board members, and the Government of Alberta's Community Development support program.

Through this process, we identified priorities and goals that reflect what people value about **JAHSENA**, and where we see opportunities for growth.



King's Printer, 1947; Abraham Shnitka fonds

THEMATIC GOALS

OUTREACH

To promote the value and importance of **JAHSENA**.

HOME

To create a permanent home for the preservation of the Jewish History of Edmonton and Northern Alberta.

PROGRAMMING

To develop programs with broad appeal to all ages.

FINANCE

To create an overarching plan for funding.

GOAL ONE: OUTREACH

To promote the value and importance of JAHSENA:

- Increase awareness of **JAHSENA**: More exhibits and displays, publicity;
- Coordinate programs with other institutions, both Jewish and general, as well as synagogues;
- Recruit more members and volunteers: Volunteer and member recruitment events;
- Promote use of our collections by researchers;
- Promote use of tribute cards;
- Promote our newsletter, Heritage/Yerusha and other publications;
- Promote use of our website;
- Increase our online presence;
- Complete more digitization of our records.





GOAL TWO: HOME

To create a permanent home for the preservation of the Jewish History of Edmonton and Northern Alberta:

- Securing a sustainable lease;
- Ensuring fire protection;
- Ensuring proper climate control;
- Ensuring proper storage of materials;
- Setting up a welcoming, accessible space;
- Procure supplies for new space.





GOAL THREE: PROGRAMMING

To develop programs with broad appeal to all ages:

- Programs to reach out to younger demographic coordinating with: including Talmud Torah, BBYO, Hillel, NCSY – genealogy, family trees;
- Genealogy workshops for current members;
- Have more speakers: AGM, general;
- Have more membership/volunteer events: annual event.

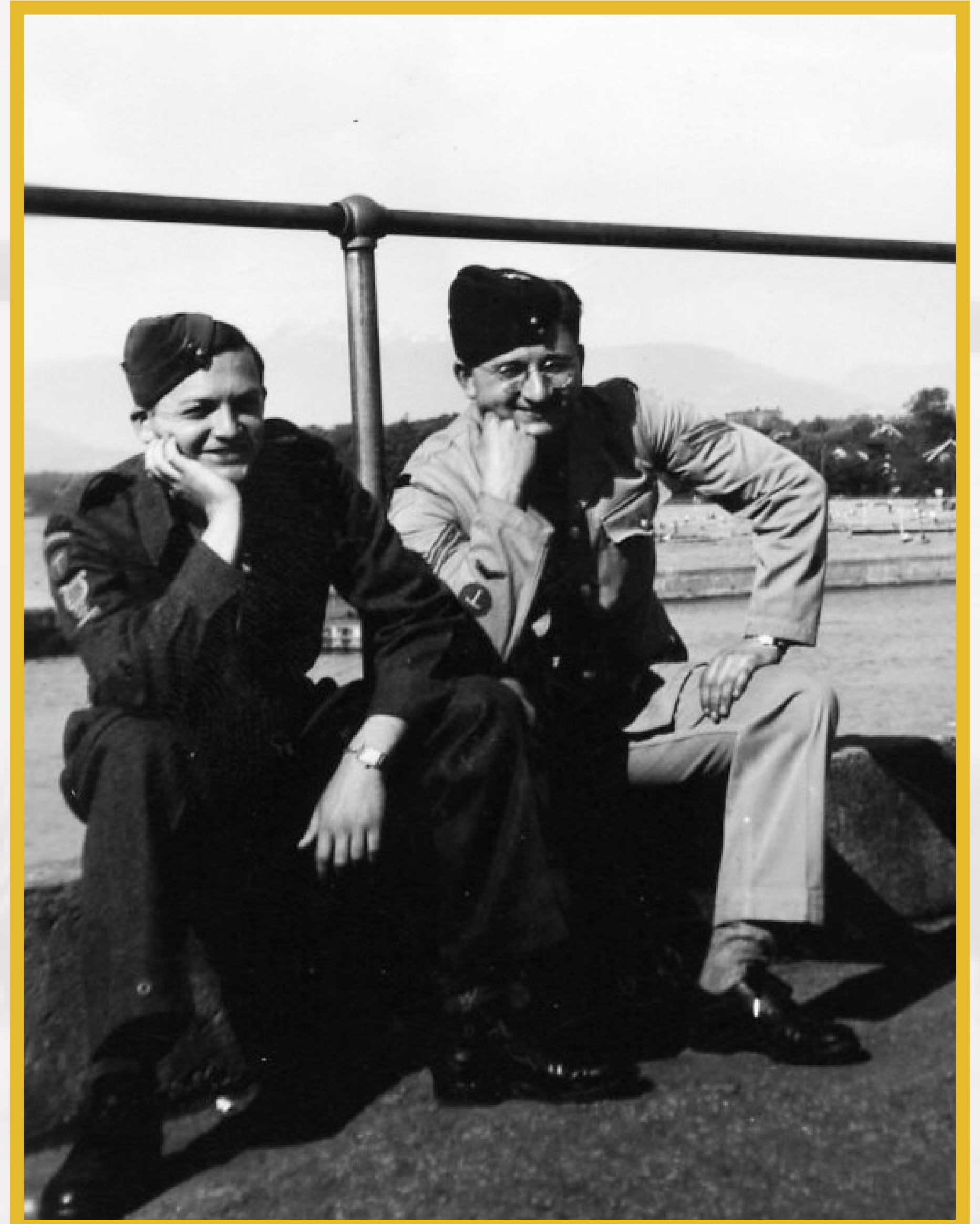




GOAL FOUR: FINANCE

To create an overarching plan for funding:

- Financial security: Contingency fund - maintain financial autonomy;
- Financial planning: Five-year budget; Seek new grants and donors;
- Regularly review the budget;
- Continued casino participation;
- Invest wisely and watch investments;
- Obtain more endowments and donations.



ACKNOWLEDGEMENTS

The **Jewish Archives and Historic Society of Edmonton and Northern Alberta** consists of board and staff members passionate about preserving and sharing the history and contributions of the Jewish community. The group participated in all strategic planning activities and was successful in achieving the goals of the session:

- Identify internal and external factors and trends that could impact the organization.
- Draft the overarching goals of the organization and strategies to achieve the goals.

Thanks to Marissa MacIsaac from the Government of Alberta Community Development for facilitating the strategic planning session, and to all board members and staff who participated, and to all our members, donors and funders.

BOARD OF DIRECTORS AND STAFF

Sam Hansen, *Archivist Administrator*
Debby Shocter, *President*
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ENDOWED FUNDS

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