



THE JACOB RADER MARCUS CENTER OF THE
AMERICAN JEWISH ARCHIVES

MS-831: Jack, Joseph and Morton Mandel Foundation Records, 1980–2008.
Series B: Commission on Jewish Education in North America (CJENA). 1980–1993.
Subseries 2: Commissioner and Consultant Biographical Files, 1987–1993.

Box
5

Folder
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Cohen, Paula Berman, 1988-1989.

For more information on this collection, please see the finding aid on the
American Jewish Archives website.

PAULA BERMAN COHEN

DEC 05 1988



Development Services

December 5, 1988

12667 Cedar Road
Cleveland Heights, Ohio 44106
(216) 321-1515

Dr. Arthur J. Naparstek
Premier Industrial Corporation
4500 Euclid Avenue
Cleveland, Ohio 44103

Dear Art:

It was a pleasure meeting with you last Thursday. Our discussion about the Commission on Jewish Education in North America was most interesting, and the prospect of my involvement in its communications is both stimulating and challenging.

Enclosed for your review and consideration is an overview of a comprehensive communications strategy. This sketch is meant to serve as the starting point for more indepth discussion on the design and implementation of a communications plan, as well as my role in it. Please let me know if you require clarification on any of its points.

Thank you, again, for inviting me in to have a closer look at this project. I hope I will have the opportunity to contribute to its success.

Sincerely yours,

Paula Berman Cohen

COMMISSION ON JEWISH EDUCATION IN NORTH AMERICA
Communications Strategy Overview

PURPOSE

The purpose of developing a Communications Strategy for the Commission on Jewish Education in North America is to assure a consistent, coordinated and effective means of informing the Commission's target audiences. A strategy would identify the target audiences and analyze their existing and projected informational needs. It then puts forth a plan--activities, timetable, budget, responsibility/authority--to address current needs, while offering enough flexibility to accomodate unexpected needs. Currently, the goal for communications might be limited to coordinating information among commissioners. The challenge, as the Commission evolves over the next 18-24 months, is to effectively translate Commission ideas to the broader community.

BENEFITS

There are many benefits of a planned, strategic approach to communications. By establishing the policies and methods for collecting and disseminating information at the outset, the Foundation becomes the clearing-house for Commission-related information: editorial control is centralized, financial and staff resources are maximized, Commission messages and image are presented consistently, and potential crises in communications may be readily resolved.

(continued)

DESIGN

A well-rounded communications program is comprised of a mix of communications vehicles. A coordinated approach offers the framework in which multiple methods of communications directed to diverse audiences may be employed concurrently. Its activities could include, but are not limited to: memoranda, newsletters, multi-media presentation materials, media packets, posters, direct mail, advertisements.

IMPLEMENTATION

The implementation of this type of plan requires meticulous coordination. Managing information is only one facet; producing and distributing information involves a tremendous number of details. Success of such an undertaking, therefore, also requires services from experts in areas such as media events, copywriting, graphic design, printing, list maintenance, and lettershop.

PAULA BERMAN COHEN
12667 Cedar Road
Cleveland Heights, Ohio 44106
Home: (216) 321-1515

CAREER SUMMARY

Ten years as a development professional has afforded me many opportunities to contribute to the effectiveness, and ultimately the success, of the development operation within several health and human service organizations. The combination of my natural ability to work well with diverse groups, along with my enthusiasm and creativity, complements the more technical skills acquired along the way. Areas in which I have developed expertise include: developing promotional materials, organizing major projects and events, managing the fund raising process, supervising and coordinating staff, and developing systems which enhance office efficiency.

WORK EXPERIENCE

9/85 - 2/88

Mandel School of Applied Social Sciences, Cleveland, Ohio
Director of Development and Alumni Affairs

Responsible to the Associate Dean for Administration and to the Dean for direct or supervisory responsibilities in activities best characterized as external affairs. Specific duties and accomplishments encompass a range of activities, including:

- Plan, coordinate and supervise special events designed to cultivate, educate, recognize MSASS constituents, i.e., Reunion Weekend (3 days of social, educational and community programs for 250 participants); Alumni Association Annual Meeting and Conference Education Program; Community Education Series; "Circle-the-Circle" Luncheon/Tour for Intensive Semester students.
- Coordinate, design and produce publications, i.e., alumni news magazine, **MSASS Action** (2 issues per year); annual letter to the community from the Dean; promotional materials for student recruitment activities.
- Establish and coordinate new programs designed to meet specific needs, i.e., Career Services Program to support alumni and students in job search activities; and Recruitment Strategy to identify and attract potential applicants.
- Design and manage fund raising program - Annual Funds Campaign - employing varied solicitation, follow-up and recognition techniques.
- Coordinate year-round activities of Executive Board and its 12 Standing and Ad Hoc Committees.

9/84 - 9/85

Bellefatre/Jewish Children's Bureau, Cleveland, Ohio
Assistant Director of Development

Responsible to the Development Director and to the Director of Administration for special assignments designed to increase philanthropy through increased positive public awareness, enhanced agency image, leadership development and donor prospect cultivation. Specific duties and accomplishments include:

- Implement direct mail campaign (first in 25 years)
- Produce quarterly newsletter

Work Experience (Cont'd)

- Organize annual business meeting
- Design computer system suitable for mailing list and donor records
- Devise communications strategy

12/83 - 4/84

Lee's Summit Community Hospital, Lee's Summit, Missouri
Development Consultant (100 Bed Community Hospital)

Invited by Executive Director and Board of Directors to analyze marketing and competition issues, patient base and long-range plans in the context of initiating a Development Program. Presented a report which provided an overview of a model Development Program and recommendations for implementation.

5/81 - 12/83

Menorah Medical Center and **Menorah Medical Center Foundation**
Kansas City, Missouri

Director of Development and Publicity (400 Bed Community Hospital)

Responsible to the Executive Director for realizing the dimensions and details of tasks associated with all development and public relations functions in concert with the objectives and policies formulated by the Board of Directors. The nature of the position required an ability to relate effectively to a diverse and demanding constituency. Accomplishments include:

- Coordinate, plan and supervise strategies for hospital and foundation, public, community and press relations; and special cultivation and recognition activities.
- Organize local, state and regional medical meetings, conferences, education programs, annual business meetings.

6/78 - 5/81

United Way Services, Cleveland, Ohio
Section Director, Campaign Division

Responsible to the Campaign Director for design and management of annual fund raising campaign conducted in the professional community: accountants, attorneys, investment bankers, health care professionals, and clergy.

EDUCATION

Virginia Commonwealth University, Richmond Virginia
B.M., June, 1976
Major: Music History
Minor: Piano

Case Western Reserve University, Cleveland, Ohio
M.A. (minus comprehensive)
Major: Music History
Minor: Arts Management

HONORS

1981	Outstanding Young Women of America
1977	Faculty Appointee to CWRU Graduate Senate
1976	Magna Cum Laude, Virginia Commonwealth University

References Available Upon Request

JUN 21 1989



Development Services

12667 Cedar Road
Cleveland Heights, Ohio 44106
(216) 321-1515

June 19, 1989

Dr. Arthur J. Naparstek
Premier Industrial
4500 Euclid Avenue
Cleveland, Ohio 44103

Dear Art:

With last week marking the 'mid-point' of the Commission on Jewish Education in North America, this seems an appropriate time to review the Communications Program and to clarify my role in it. *include her services.*

When I started working with you in December, 1988 I could not fully appreciate the complexities of this project--the issues being studied, the process it would entail, the diverse points-of-view reflected in the Commission composition, etc. Despite the difficulties we have encountered over the past 5 months while putting a Communications Program in place I am indeed proud to be associated with the Commission, and to play a part in such a monumental endeavor.

To date, I have prepared and presented to you several documents pertaining to a Communications Strategy for the Commission. They include: initial proposal which addressed the framework for a comprehensive communications program; multiple drafts of a Communications Strategy which focused on key publics, methods, and recommended activities; and, most recently, a Communications Strategy which dealt with news media, exclusively. In addition to these assignments, I developed press releases and worked closely with Carin McCormack regarding a general brochure.

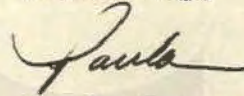
Before leaving for New York you mentioned that the next communications priorities will involve a tremendous amount of writing. As you know, copy writing is not my strength; and from our previous experience, my involvement as the 'go-between' with the copy writer is both cumbersome and costly. That is why I feel this is a good opportunity for us to review the upcoming communications needs in order to best determine what role, if any, I should play.

7/20. Called PBC to fill her in on where we are + to say we'll be in touch as future directions become clear. She will continue to work with us, as appropriate, but will understand if future projects don't include her services.
VP

I know you will need some time to think about the indications for upcoming communications and public relations, i.e. the type of activities, your expectations for their design and execution, the time frame in which they are to be completed, and the estimated budget allocation. Once you have had a chance to think about them, let's get together.

I'll await your call.

Sincerely,



Paula Berman Cohen



RACHMORS WRITING
25/0011 IN HEBER USA

VII. ADDENDUM

Estimated Production Expenses

A. Brochure

12"x 9" triptych (6 panels) compatible with #10 envelope
3 photographs (duo-tone)
coated/matt stock 70# Williamsburg
2 color

Estimated quantity: 5,000

Design/creative	\$ 900	
Typesetting	100	
Misc. Expenses	100	(photostats, delivery)
Printing	600	

\$ 1,700

B. Newsletter/Bulletin

8 1/2" x 11", 4 sides, suitable for bulk mailing
Masthead design, 3 column newspaper format
uncoated stock, 70# Williamsburg
1 color

Estimated quantity: 2,500 @

Design/Creative	\$ 1,350	(first issue)
Typesetting	500	
Misc. Expenses	50	
Printing	450	

\$ 2,350 (first issue)
\$ 1,700 (subsequent issues)

C. Final Report

8 1/2" x 11", 12 pages (includes cover)
6 photographs (duo-tone)
coated stock for cover; uncoated stock for inside
3 color cover; 2 color inside

Estimated quantity: 10,000

Design/Creative	\$ 4,000
Typesetting	1,500
Printing	4,200

\$ 9,700