

# EU Kabbalah Academy

Management Meetings on Mondays 18:00 Berlin/Paris Zoom ID 333 444 5005

Meetings with Teachers and Language Responsibles Once a month Sundays Zoom ID 794 104 991

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## Summary of Project Overview

### 1. Project Objectives

The main objective is the dissemination of BB Kabbalah in Europe and the integration of students in the physical and virtual groups in collaboration with the Group development Dep. for Europe.

### 2. Project Scope

The project involves the acquisition, addressing and supporting BB Kabbalah students in Europe through local campuses, Kabbalah events, online courses and self-study and taking care of the European Young Group.

### 3. Project Staff/Teams

The Project is organized as a Department of the EU Management. The head of the Department assigns orders to the departments/teams involved in the development and implementation of products of the project.

All Departments are serving the Kabbalah Academy as well as the internet dissemination and integral jewish dissemination.

1. The teachers team
2. The marketing team
3. The technical team caring about lesson broadcast including a central platform with CRM, Landingpages, Newsletter environment
4. The live translation team
5. The translation teams for all European languages
6. The Team for the creation, design and content maintenance of the central web presence and newsletters.
7. The Team for the support and integration of the European Young Group.

### 4. Products of the Project

- a. **Website of Academy (<http://kabacademy.eu>)**
  - i. Description: Main Site for the EU Kabbalah Academy with all needed functions to serve the students and the Academy staff connected with the databases of <http://crm.unityineurope.com>
  - ii. Status: Not started
  - iii. ToDo: Implementing Registration, Self Study section, Course section, Score system, Library of Study material, **Event calendar, Statistics**

**b. Landing pages, archives, library of materials**

- i. Description: Registration pages for products of the Kabbalah Academy, Study material for the students, tutorials to run the technical tools, Teaching materials for teachers, guides, instructors, question moderators, technical staff, Statistics hosted on <http://crm.unityineurope.com>
- ii. Status: Partially Running
- iii. ToDo: All Landingpages to reach over <http://kabacademy.eu>, Collecting material in a Knowledge Base on one connected environment <http://kabacademy.eu> and <http://crm.unityineurope.com>

**c. Lecturers prof. development**

- i. Description: Teachers group meeting once a week and for special training events to develop the skills of teachers
- ii. Status: Partially Running
- iii. ToDo: Curriculum teachers training, Common virtual teachers training, Inviting experienced teachers trainer, Common virtual teachers training, Training on the products, Physical compact 2 days upgrade training

**d. Self study**

- i. Description: Instructor guided online environment, with course material, Q&A scored, leading to a systematic course
- ii. Status: Not started
- iii. ToDo: Defining the method, Curriculum, Collecting Material, Producing new material, Building the environment (<http://kabacademy.eu> )

**e. Rav's Webinar**

- i. Description: 1 hour weekly topic with prepared and live Q&A
- ii. Status: Running
- iii. ToDo: Marketing, Invitation Newsletter, Broadcast Platform, Question management, Translation

**f. Intro lectures**

- i. Description: Physical Lecture to introduce BB Kabbalah
- ii. Status: Running
- iii. ToDo: Lecturers Training, Content, Marketing, Finding physical places, Invitation Newsletter, Support of local groups, Collecting Experience, Statistics

**g. Zoom Meetups**

- i. Description: Live Kabbalah Webinar in Zoom with two lecturers as guides, several topics according the demands of the students, collecting registrations to a systematic beginners course.
- ii. Status: Running (diff. languages)
- iii. ToDo: Teaching teachers and language teams on the product, Curriculum, Zoom platform, Marketing, Invitation Newsletter, Question management, Facebook group, Collecting Experience, Statistics

**h. Kabbalah online courses**

- i. Description: Systematic fundamentals, intermediate and advanced Kabbalah courses
- ii. Status: Beginners Course Running (english)
- iii. ToDo: Curriculum, Broadcast platform, Marketing, Invitation Newsletter, Question management,

Translation, Score for attendance, Facebook group, Collecting Experience, Statistics

**i. Campus courses**

- i. Description: Local physical systematic Kabbalah courses
- ii. Status: Running in some local places, this time not supported from the Kabbalah Academy
- iii. ToDo: Collecting Experience, Statistics

**j. Young group**

- i. Description: Zoom meetings with students, who passed the systematic Kabbalah Courses once a week in english with an additional Zoom meeting with instructors in native language leading to the integration in virtual or physical Tens/Groups in collaboration with the Group Development Dep.
- ii. Status: Running
- iii. ToDo: Curriculum, Database of scored Students, Invitation Newsletter, Facebook group, Broadcast Platform (Zoom), Native speaking teacher teams for second date/week, Integration in Tens/ Groups

## 4. Implementation Plan

1. Building the CRM platform <http://crm.unityineurope.com>, Migrating the Students Databases, Building the Newsletter System
2. Building a Knowledge Base for all teams (Materials, Description of products and processes)
3. Information of the existing teams and structures and identification of their contact persons.
4. Building the Teams (finding the team responsibilities)
5. Constant recruitment of volunteers and integration into the teams.
8. Teaching the newly formed teams on products and processes.
9. Building the website <http://kabacademy.eu> (Content from the Study Book translated from russian)
9. Working Plan 2016/2017 and Budget

## 5. Working Plan, Timescale of Implementation

1. October 2016 Start Building CRM <http://crm.unityineurope.com> for **Newsletter System** and **Statistics**, Organizing first **physical and virtual UnityDay** in Europe
2. November 2016 Start Collaboration Workgroup **Global EC**
3. December 2016 Organizing second **physical and virtual UnityDay** in Europe
4. December 2016 CRM built on <http://crm.unityineurope.com> for **Newsletter System** and **Statistics**
5. December 2016 Start professional **development of teachers** (Kalchenko Course)
  - a. Started Dec 18 translation from russian to english, italian and german
6. January 2017 Migrating and connecting **students Databases** in one

7. January 2017 Start implementing **Knowledge Base and HR** in CRM
8. January 2017 Launch Website <http://kabacademy.eu> teaching **Webinars** (Zoom) and **Online Live Courses** with **central registration** and **attendance statistics** for each product and student. **Payment system** for course fees
9. January 2017 **Development of teachers** caring for the **Young Groups** in most european languages.
10. January 2017 YG organizing third **physical and virtual UnityDay** in Europe Jan 29
11. February 2017 Launch **Tutored Lessons** on <http://kabacademy.eu> **Certification of teachers** in PT
12. February 2017 Start new **Young Group Courses** in native languages
13. March 2017 Launch tutored **Self Study** on <http://kabacademy.eu>
14. April - June 2017 **Development of the teaching teams** in the native languages in quality and quantity. **Improving the launched products** concerning the attendance statistics. Offering **paid products**, prices referring to the attendance. **Exchanging the experiences** with the **American EC Pilot and MAK**
15. July - December 2017 **Synchronize products** with **American EC Pilot and MAK**. **Relaunch** <http://kabacademy.eu> according the halfyear experience.

(more has to be defined together with the involved Departments “Internet platforms” and “Internet dissemination”)