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## A Matter of Priorities

BY ROBERT L. ADLER  
PRESIDENT, J.W.B.

There are pressing problems facing the American Jewish community today. The Jewish family is under heavy assault. The number of singles and single-parent families continues unabated. The divorce rate is up, the birth rate is down. More than ever, Jews are on the move. And, in our open society, intermarriage is on the increase. The sense of Jewish community is diminishing.

These problems become more acute when we consider the fact that community dollars are shrinking and can only go so far.

The situation is serious. Community decision-makers need to make painful choices and to establish priorities of services that best meet the challenges that confront us. They need to reach out to those agencies that can best respond to changing needs of Jewish individuals and families and can best provide a sense of Jewish community.

Leaders -- both lay and professional -- must be developed to deeply concern themselves with improving the quality of Jewish life by insisting on programs that provide Jewish experiences and enhance Jewish associations and Jewish identity.

Cooperation rather than competition must be the watchword of the day.

There are many areas of common concern in which Jewish organizations can pool their efforts instead of "going it alone," thus saving untold thousands of precious community dollars.

In recent years, there have been occasions when Jewish organizations, on both the local and national levels, have worked together in unique displays of cooperation, and JWB and its affiliated Jewish Community Centers are proud to have shared in this cooperation.

In improving the quality of Jewish life -- whether it be in the civilian community or in the military -- duplication of services and competition among agencies must be held to a minimum.



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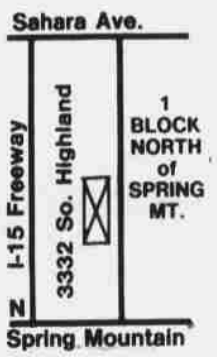
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