

Temple Beth El 2015 Long Range Planning Survey – Results

TBE's 2015 long range planning survey consisted of 43 questions covering seven categories of Temple functions and capabilities. Adult TBE members were asked to anonymously rate importance, current level of satisfaction, and need for change over the next 10 years, on a scale of 1 to 5, for each question. Members were also asked to provide demographic and TBE attendance information.

There were 104 responses, which is a very high response rate based on TBE's adult membership. Approximately 17% of the 4,472 possible 1-5 ratings were left blank, indicating the respondent had no opinion. Blanks are not included in any of the measurements below.

Importance

Overall

For all 43 questions, the average importance rating was 3.8. Responses were distributed as follows:

1 or 2 (relatively unimportant):	14%
3 (neutral importance):	20%
4 or 5 (relatively important):	66%

Categories

The category rated most important was Jewish Education (4.4), followed by Administration & Management and Membership (4.3 each). Religious Programming, Facilities & Equipment, and Cultural & Social Events rated 3.7 each. The lowest rating was for Support Community Needs (3.4).

Individual Questions

The five questions rated most important were:

Bar/Bat Mitzvah training:	4.8	94% rated 4 or 5
Jewish education grade K thru age 13:	4.8	95% rated 4 or 5
Administration – communication:	4.7	96% rated 4 or 5
Administration – office management:	4.5	90% rated 4 or 5
Providing religious and pastoral support:	4.5	91% rated 4 or 5

The five questions rated least important were:

Provide space for preschool:	2.8	35% rated 1 or 2
Cultural/social activities away from TBE:	2.8	39% rated 1 or 2
Provide space for elder care:	2.8	37% rated 1 or 2
Provide non-religious elder care:	2.6	41% rated 1 or 2
Provide non-religious preschool:	2.3	55% rated 1 or 2

Compared to the overall average 4 or 5 ratings of 66%, the highest five in importance got 4 or 5 ratings from 90%-96% of respondents. Compared to the overall average 1 or 2 ratings of 14%, the lowest five in importance got 1 or 2 ratings from 35%-55% of respondents. These results show that there was a great deal of agreement about the most important and least important items.

See Exhibits 1a and 1b for importance averages and 1-5 rating distributions for all questions.

Current Satisfaction

Overall

For all 43 questions, the average satisfaction rating was 3.4. Responses were distributed as follows:

1 or 2 (relatively unsatisfied):	19%
3 (neutral satisfaction):	38%
4 or 5 (relatively satisfied):	42%

Categories

The category with the most satisfaction was Administration & Management (3.9), followed by Jewish Education (3.4). Religious Programming and Cultural & Social Events rated 3.5 each. Facilities & Equipment and Support Community Needs rated 3.2 each. The lowest rating was for Membership (3.1).

Individual Questions

The five questions rated highest in satisfaction were:

Communication and recordkeeping:	4.2	80% rated 4 or 5
Guest speakers:	4.1	76% rated 4 or 5
Office management:	4.1	68% rated 4 or 5
Film festival:	4.0	67% rated 4 or 5
Use of non-TBE space for HHD services:	4.0	67% rated 4 or 5

The five questions rated lowest in satisfaction were:

Provide TBE space for full kitchen:	2.8	40% rated 1 or 2
Provide TBE space for office:	2.7	49% rated 1 or 2
Caring Committee:	2.6	46% rated 1 or 2
Sisterhood, singles group, etc.:	2.6	38% rated 1 or 2
Provide TBE space for parking:	2.4	59% rated 1 or 2

Compared to the overall average 4 or 5 ratings of 42%, the highest five in satisfaction got 4 or 5 ratings from 67%-80% of respondents. Compared to the overall average 1 or 2 ratings of 42%, the lowest five in satisfaction got 1 or 2 ratings from 38%-59% of respondents. These results show that there was a fair amount of agreement about the areas of greatest satisfaction, and a fair amount of agreement about the areas of least satisfaction (with parking as the outlier for dissatisfaction).

See Exhibits 2a and 2b for satisfaction averages and 1-5 rating distributions for all questions.

Need for Change

Overall

For all 43 questions, the average need-for-change rating was 3.9. Responses were distributed as follows:

1 or 2 (little change needed):	30%
3 (moderate change needed):	33%
4 or 5 (much change needed):	37%

Categories

The category rated the most in need of change was Membership (3.6), followed by Facilities & Equipment (3.2). Jewish Education was next (3.1). Support Community Needs was rated 2.9, followed by Administration & Management at 2.8. Religious Programming and Cultural & Social Events rated 2.7 each.

Individual Questions

The five questions rated most in need of change were:

Provide TBE space for parking:	4.1	80% rated 4 or 5
Caring Committee:	3.8	66% rated 4 or 5
Retain membership:	3.6	61% rated 4 or 5
New member events:	3.6	56% rated 4 or 5
Provide TBE space for office:	3.6	55% rated 4 or 5

The five questions rated least in need of change were:

Communication and Recordkeeping:	2.5	47% rated 1 or 2
Have separate youth services:	2.4	48% rated 1 or 2
Provide non-religious preschool:	2.4	49% rated 1 or 2
Film festival:	2.3	46% rated 1 or 2
Remain unaffiliated:	2.3	42% rated 1 or 2

Compared to the overall average 4 or 5 ratings of 37%, the five rated most in need of change got 4 or 5 ratings from 55%-80% of respondents. Compared to the overall average 1 or 2 ratings of 30%, the five rated least in need of change got 1 or 2 ratings from 42%-49% of respondents. These results show that there was a fair amount of agreement about the areas most in need of change (with parking generating much more agreement than the others), and a fair amount of agreement about the areas least in need of change.

See Exhibits 3a and 3b for need-for-change averages and 1-5 rating distributions for all questions.

Interaction of Importance, Satisfaction, and Need for Change: The Action Index

The main purpose of this survey is to evaluate which aspects of TBE seem to be most in need of attention in terms of long range planning. In order to assess this, we developed an Action Index as follows:

- For each question, the importance and need-for-change averages were used as-is.
- For each question, the satisfaction average was “flipped” so that 5 meant least satisfied rather than most satisfied. For example, the average satisfaction response for TBE parking space was 2.4, indicating relative dissatisfaction. The “flipped” satisfaction average for parking became 3.6.
- For each question, the importance, need-for change, and “flipped” satisfaction averages were blended into a single average. The blended average is the Action Index.

The highest Action Index values indicate the areas with the strongest combinations of high importance, low satisfaction, and most need for change. Therefore, the highest Action Index values indicate the areas most in need of consideration for long range planning.

Exhibit 4 shows the Action Index for each question.

Among the areas that appear to be most in need of consideration are:

- Space: parking, office, education
- Membership: retain membership, new member events
- Caring Committee
- Jewish education for grades 8 thru 12

Among the areas that appear to be least in need of consideration are:

- Non-religious preschool
- Separate youth services
- Remain unaffiliated
- Non-religious elder care

Demographics and TBE Attendance

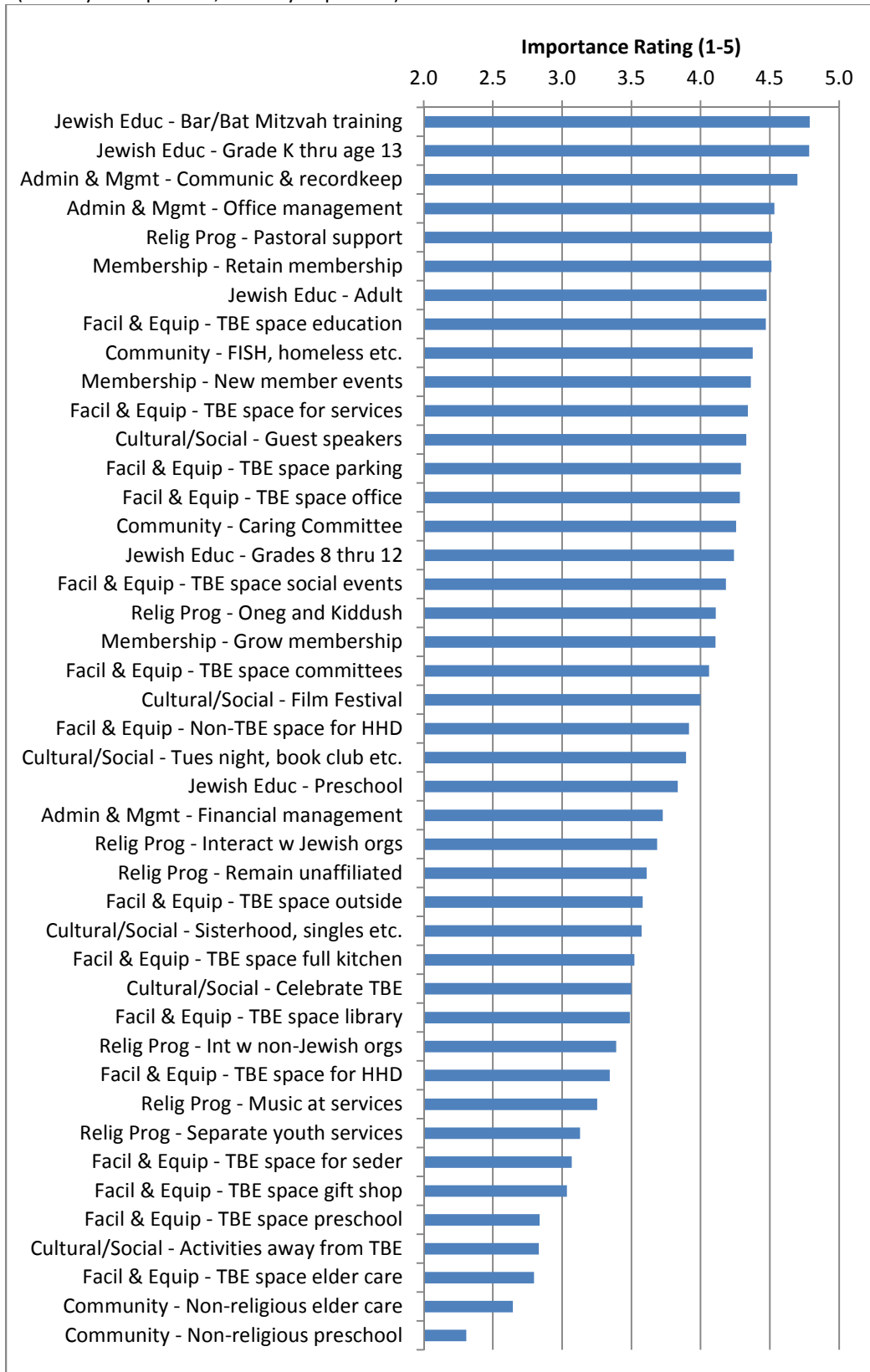
The demographic and TBE attendance profiles of respondents are shown after Exhibit 4.

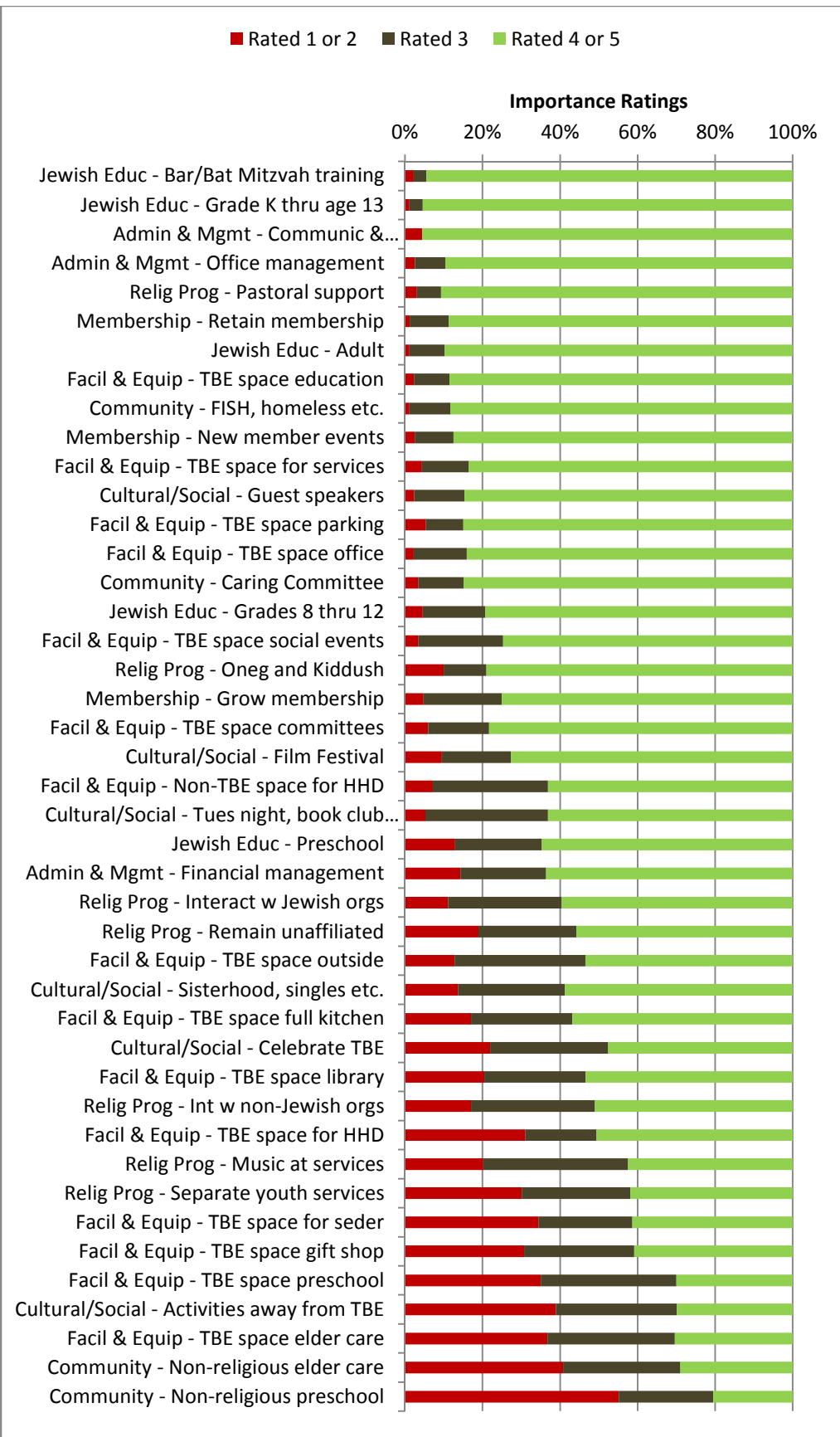
Written Comments

Many respondents included written comments in addition to numerical ratings. The written comments are shown after the demographic and involvement profiles. They have not been included in any of the above analysis.

Exhibits 1a, 1b: Questions in Order of Importance

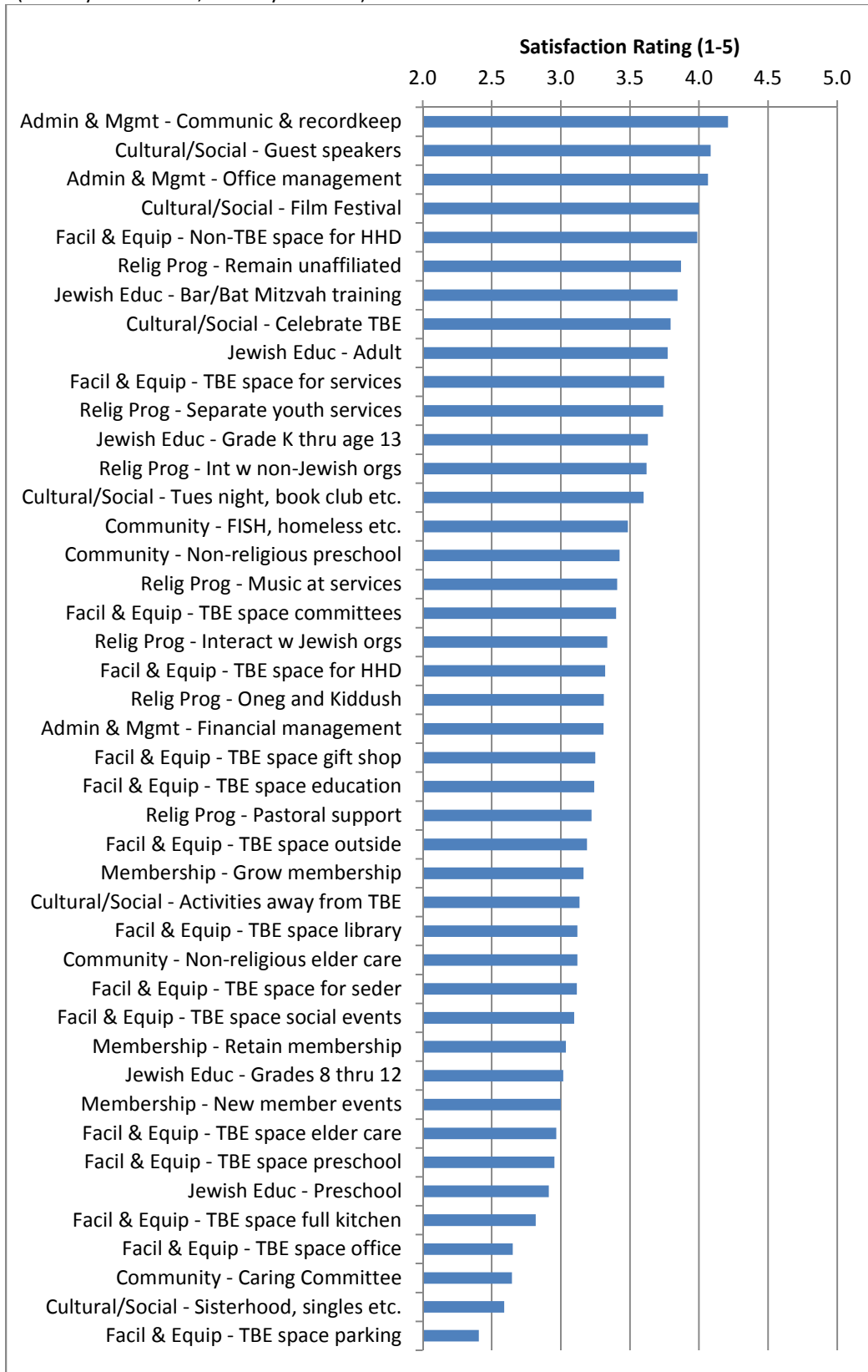
(1 = very unimportant, 5 = very important)

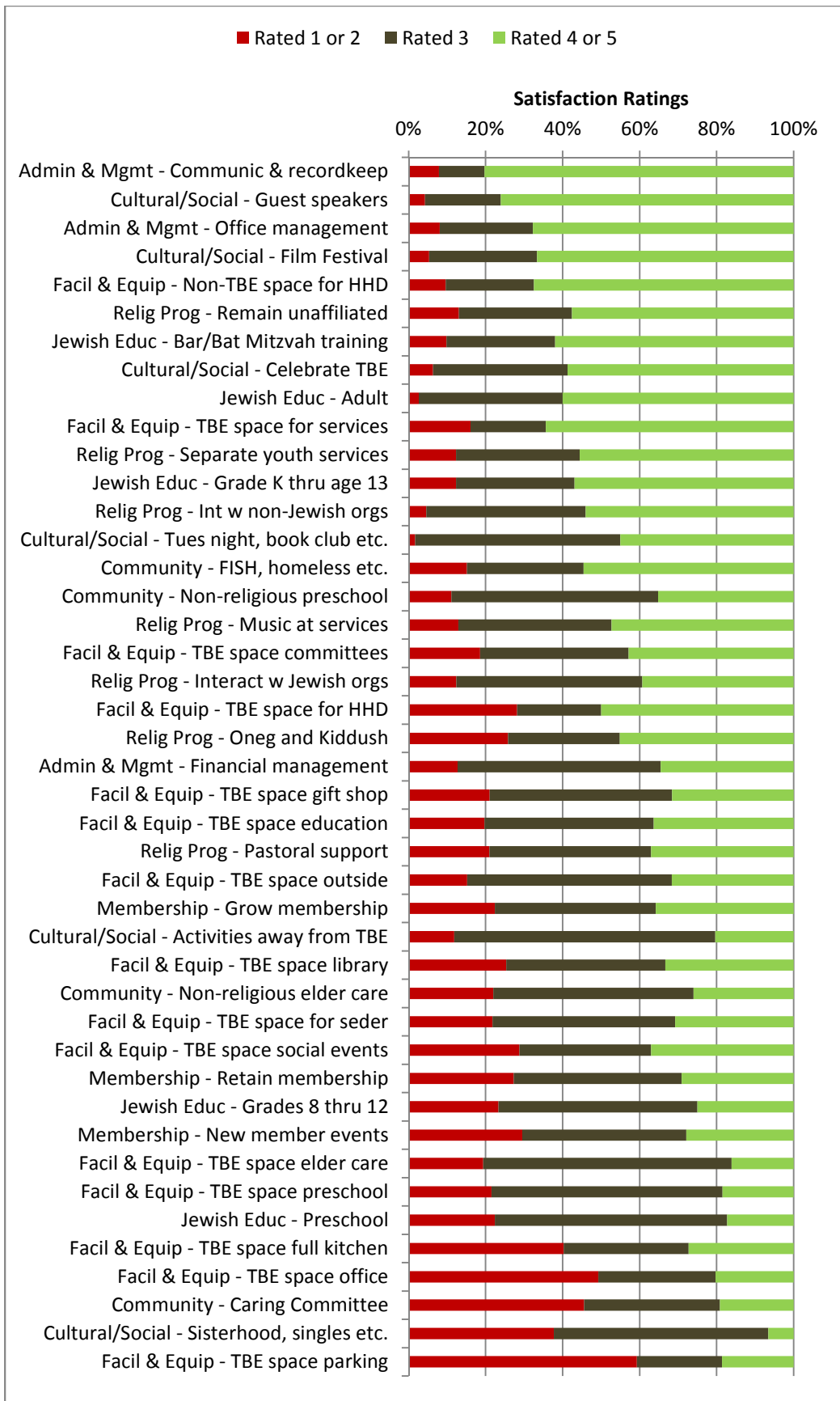




Exhibits 2a, 2b: Questions in Order of Satisfaction

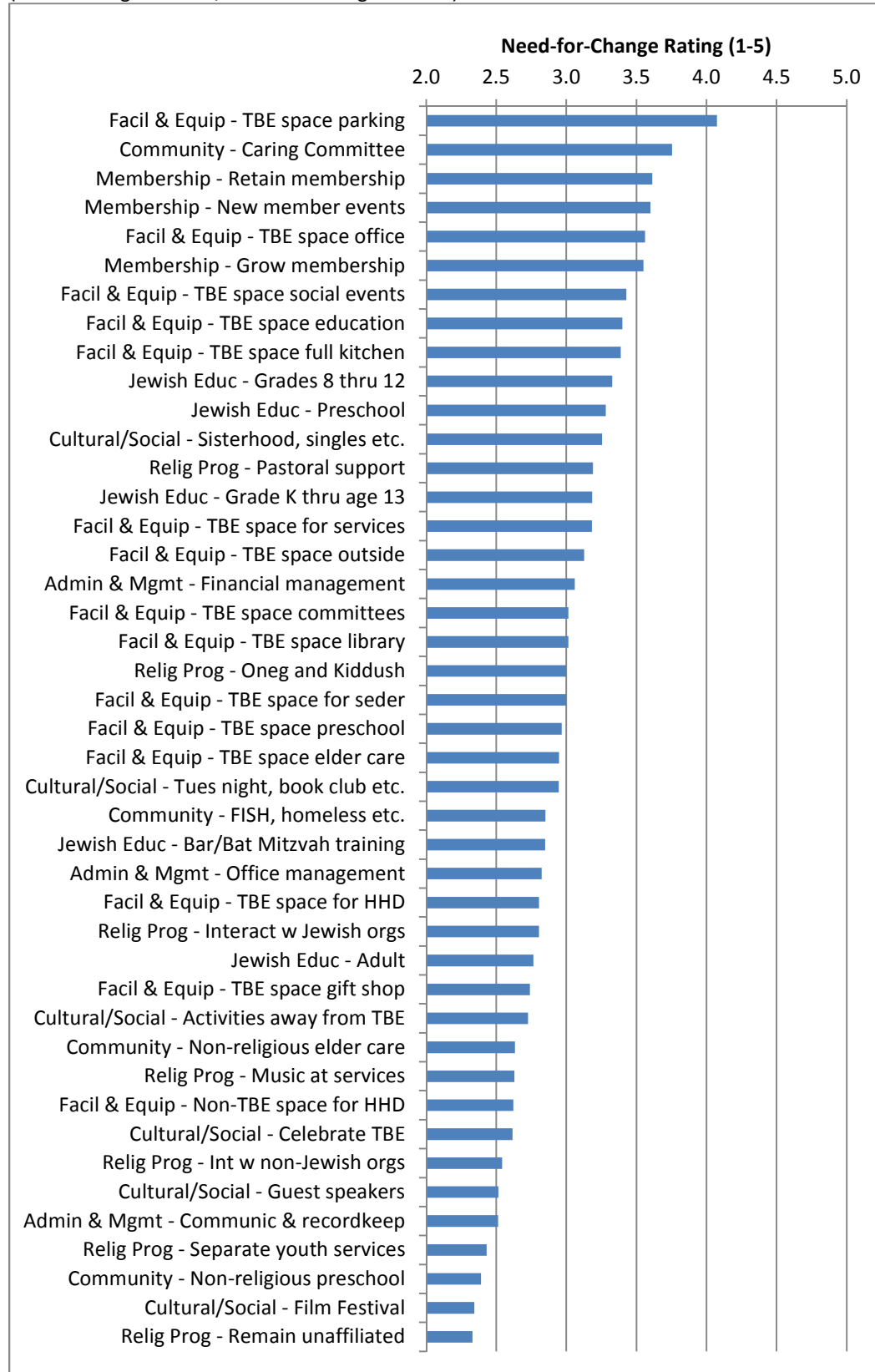
(1 = very unsatisfied, 5 = very satisfied)





Exhibits 3a, 3b: Questions in Order of Need for Change

(1 = no change needed, 5 = much change needed)



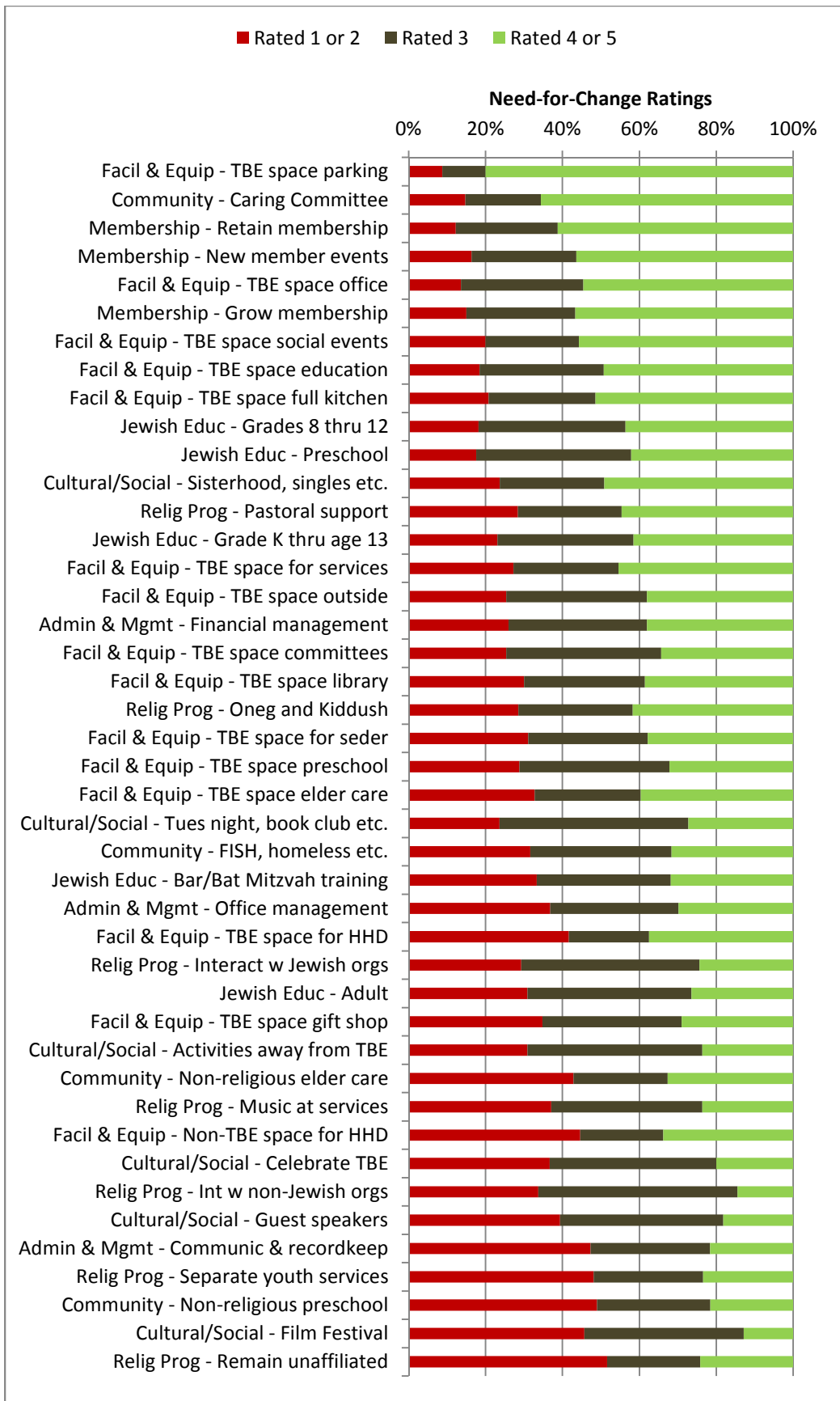
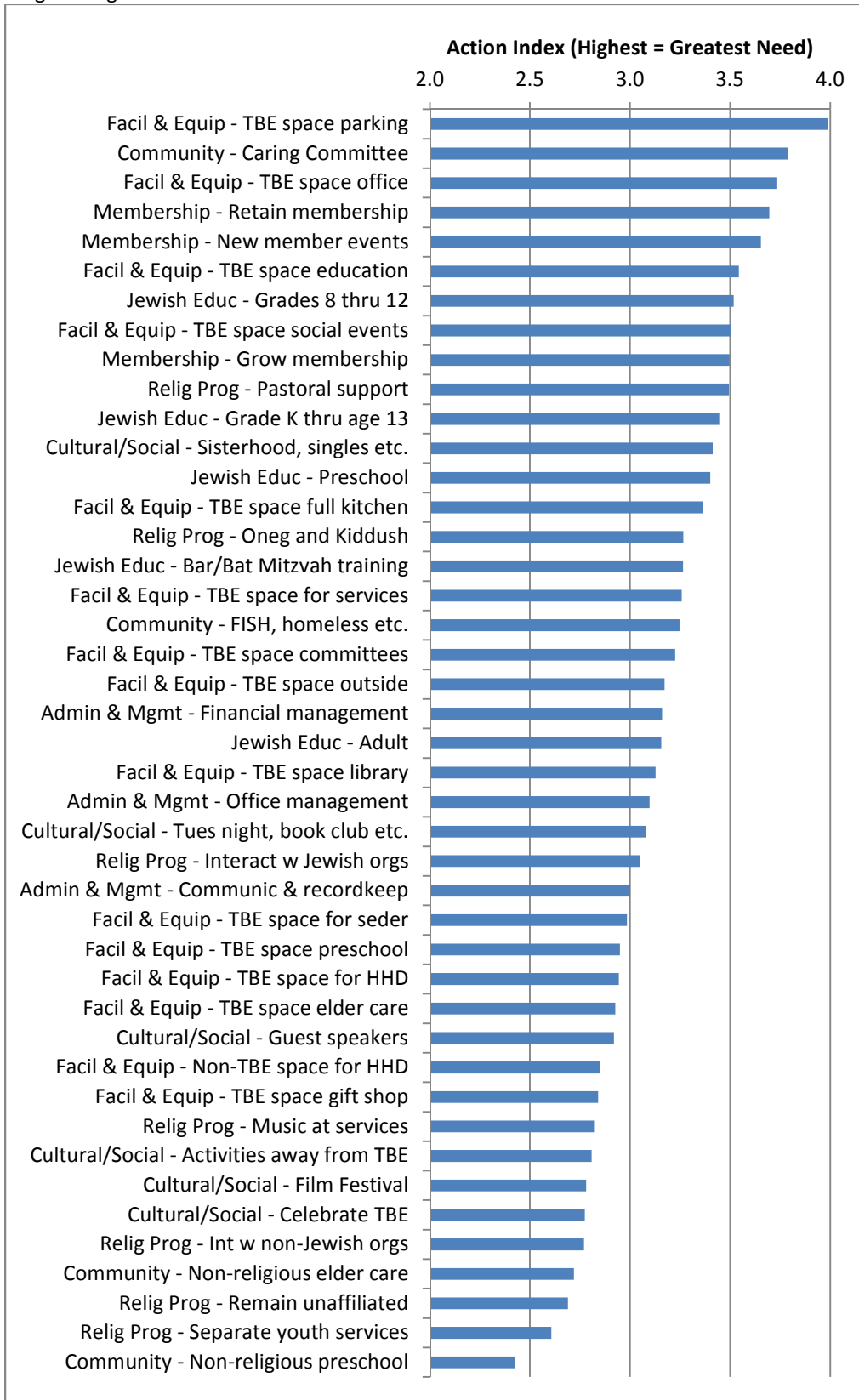


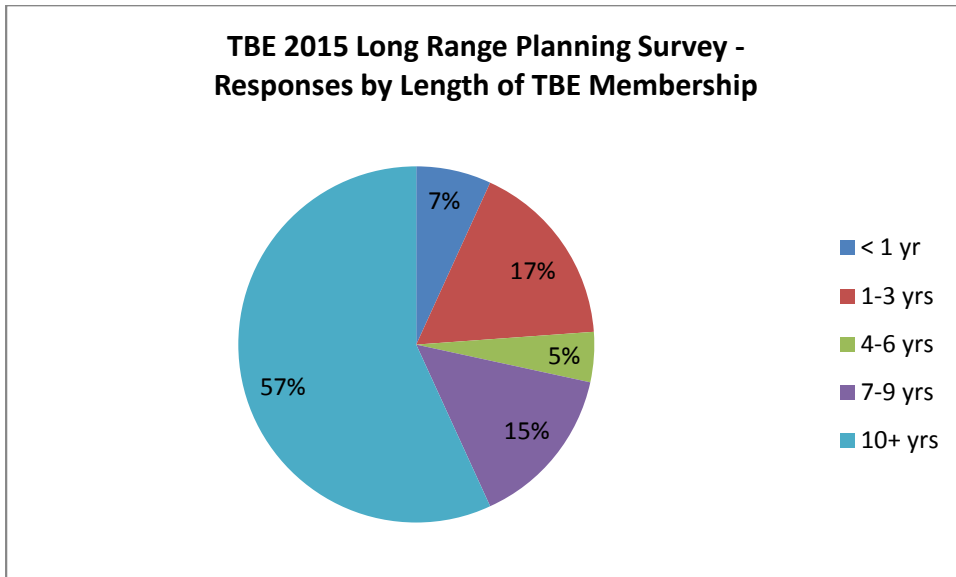
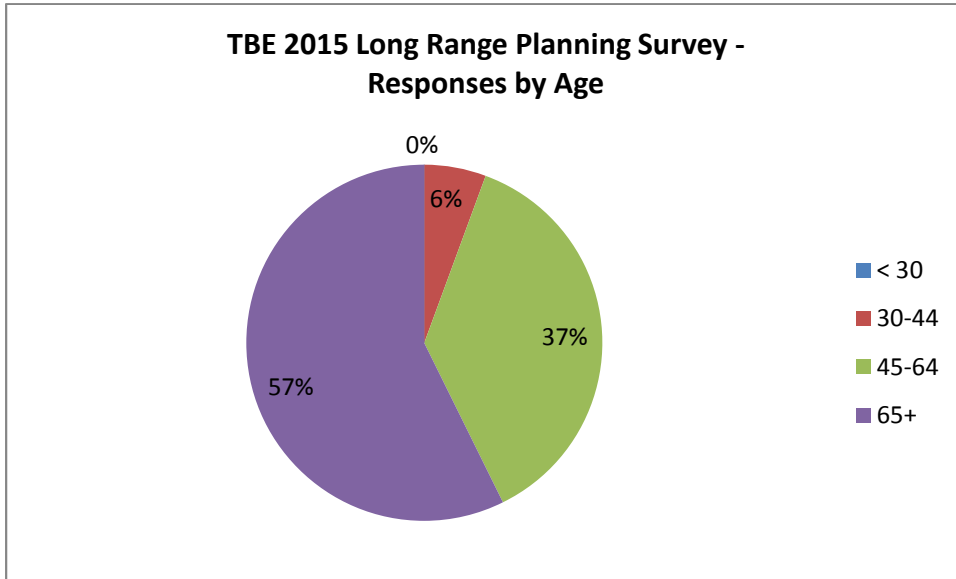
Exhibit 4: Action Index

Highest = greatest need

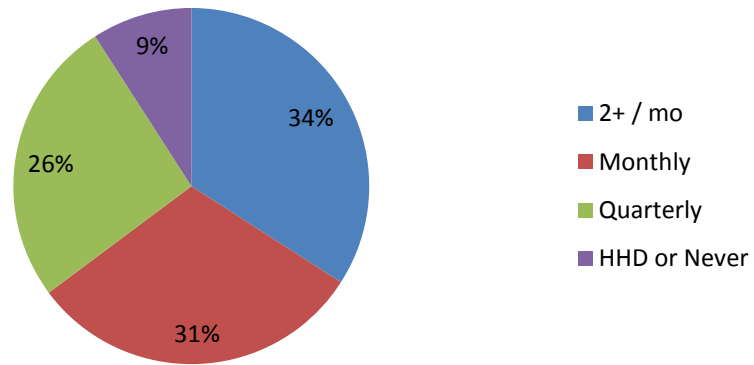


Demographic and TBE Attendance Profiles of Respondents

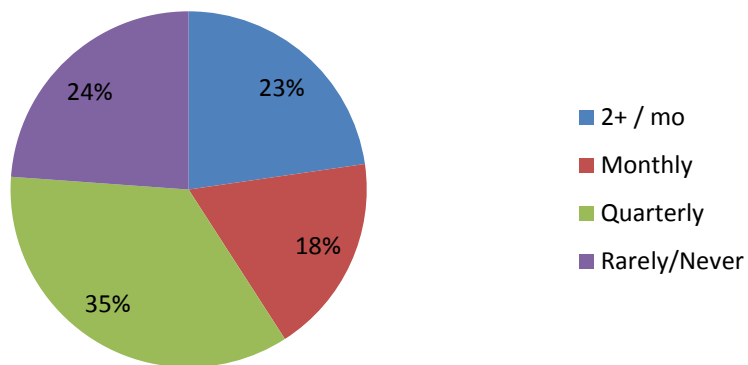
This section excludes blank responses. Approximately 15% of demographic and attendance responses were blanks.



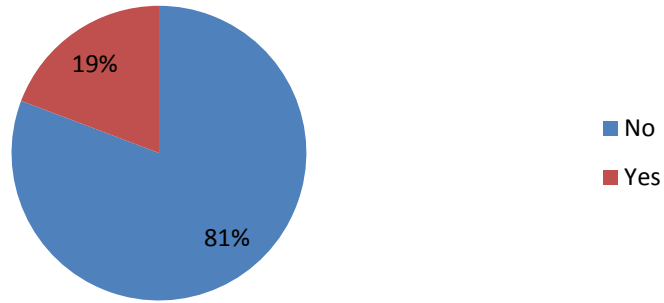
**TBE 2015 Long Range Planning Survey -
Responses by Frequency of Attendance at Services**



**TBE 2015 Long Range Planning Survey - Responses by
Frequency of Attendance at Cultural or Social Events**

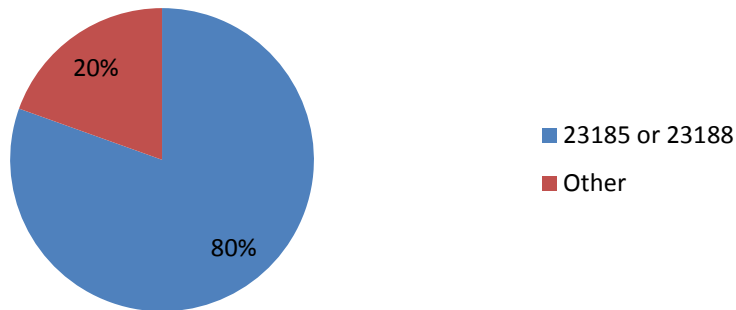


TBE 2015 Long Range Planning Survey - Responses by Whether Any Children Live at Home

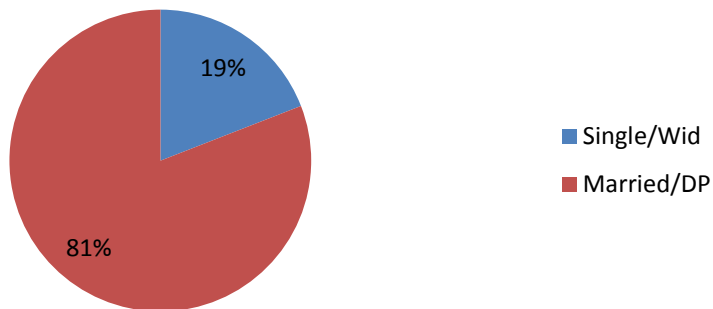


Average number of children living at home 1.7
Average age of oldest child living at home 16

TBE 2015 Long Range Planning Survey - Responses by Zip Code



TBE 2015 Long Range Planning Survey - Responses by Family Status



Number of Non-Blank Respondents by Age, Length of TBE Membership, and Frequency of Attendance at Services

Age	Length of TBE Membership	Attendance at Services	Number
30-44	< 1 year	2 or more / month	1
		monthly	1
	1-3 years	monthly	1
		HHD or never	1
10+ years	2 or more / month	1	
45-64	< 1 year	monthly	1
	1-3 years	2 or more / month	2
	4-6 years	2 or more / month	1
	7-9 years	2 or more / month	2
		monthly	4
	10+ years	2 or more / month	5
monthly		7	
quarterly		10	
65+	< 1 year	2 or more / month	1
		monthly	2
	1-3 years	2 or more / month	7
		quarterly	3
		HHD or never	1
	4-6 years	2 or more / month	1
		quarterly	1
		HHD or never	1
	7-9 years	monthly	3
		quarterly	4
		HHD or never	1
	10+ years	2 or more / month	10
		monthly	8
		quarterly	5
HHD or never		2	
All	All	All	89

Written Comments

Electronic Responses

Religious Programming

- 1. Torah discussion 2. Understanding prayers in the service 3. variation in the services
- 1. Members of congregation telling stories about departed loved ones at beginning of mourners' Kaddish. - VERY NICE TRADITION 2. Members of congregation telling other stories during the service - THIS SEEMS VULGAR, AND THESE STORIES MAYBE SHOULD WAIT TO BE TOLD DURING ONEG
- 1. An active Caring committee 2. Stronger ties with Hillel 3. Permanent TBE members invitation to William & Mary Jewish Study classes
- Improve the ability to retain young members after Bar and Bat Mitzvah training.
- Jewish film festival--poor, uninteresting choices, need new voices on committee
- Jewish non-religious programming to enhance our synagogue community. A substantial ratio of our congregants are not religious. Yet seeking belonging in a Jewish based community.
- National & world events discussions, as they impact Jews
- Start services on time. End services within expected time. Less joking and kidding from the Bimah. Respect sacredness of Shabbat with atmosphere of reverence. This is not the Catskills.
- The only thing I'd like to see is an earlier start time for services on Friday. Maybe start services at 6:30 every Friday, or do a children's service before an adult service. That way those with children can attend services more often. Aside from that, I'm content with our congregation.
- Timing (services are too long)

Facilities & Equipment

- 1. Adequate Storage Space 2. Locking Classroom storage 3. Secondary sanctuary w/video & audio
- 1. provide a larger social hall for onegs and sit down meals
- 1. weddings, baby naming 2. funerals, memorial services 3. fund raising social events
- This may come up later- but any increase in facilities must include increase in staff. Too often capital improvements don't include staff increases.
- we are very satisfied with the size and location of TBE. It is important to be on the campus of William and Mary it adds to the intellectual and vibrant learning atmosphere.
- We would sign up our child for Jewish daycare in a heartbeat. Check out this article: <http://www.kveller.com/we-need-better-affordable-jewish-day-care-options/>

Jewish Education

- 1. add Mishnah study for adults.
- 1. Expand to 2 to 3 days a week training.
- 1. Increase number of Sunday school days in session
- 1. travel to significant Jewish sites locally 2. travel to Israel 3. expanded program of conversational/reading Hebrew for adults and children
- 1. Increase number of days of Hebrew school to 2-3 days a week

- From a distance, it seems the Sunday school is weak. Kids don't learn Hebrew or how to chant/lead services.
 - Learning about Jewish culture, life and arts , in other US and international communities. Especially in communities where Jewish life seems to be revived, or, the opposite is endangered.
 - more evening hrs
 - Offer Biblical Hebrew classes
- Cultural & Social Events
- 1. Shabbat dinner groups 2. Stimulating elder social events 3. Political discussion groups
 - 1. Review ADL survey on anti-Semitism with members 2. Are any actions required by TBE 3. Organize interfaith studies
 - Hebrew teaching. There is a meaningful link between connectedness to Jewish identity and Hebrew. (Does not mean a fluent or academic familiarity with the language)
 - Please move dates for Morgenstern and Salasky events to weekends that are not in Dec. or near national holiday weekends.
 - Would like to see a "Modern Day" Jewish History series
- Community Needs
- 1. Communicating significant religious dates to W&M 2. Instituting liaison with WB library re: book selections and programming 3. Join with UJC in trips to Richmond, other cultural programming requiring transportation
 - Our long term goal positions for a synagogue based vibrant community
- Administration & Mgmt
- 1. a vigorous and innovative program of fund raising and endowment
 - Don't misinterpret above. I think the current staff is doing an amazing job. But we need (will need) more and/or more time (i.e.-move to full time).
 - 1. It would be nice if we can afford the items above. 2. We would have to grow the membership by 25 to 50% to afford. 3. Establish a vice presidency for Membership
 - 1. provide assistance to proof-read communications
- Membership
- 1. Need a greater media presence for TBE 2. Provide community-wide programs on Judaism
 - If an organization does not 'grow' or evolve it may be in danger of being displaced
 - Communicating a consistent policy that makes it clear that finances should not be a reason to not apply. Esp important if attempting to reach younger members.
 - Welcoming new members doesn't have to be in a social event. It could be less formal, such as a letter of welcome or a personal contact.
 - We have to have focused outreach to identify potential members and then invite them to events so that they find excitement and meaning in TBE.
- Additional
- 1 - Thanks for looking ahead and not just at today's issues. 2 - Can we form a group that can complain about TBE things to each other? We'd need a much bigger meeting room than we have now. (I'm kidding)
 - Fund raising events are needed to assist with financial stability.

- Improving members communication with the board and the rabbi
- Margaret is awesome!! :-)
- More emphasis/attention on adult interaction
- Overall, I like the way the synagogue handles things. I'd like to see more community involvement for non-religious events. Like going bowling, to a movie, camping, etc. I think part of being a community extends beyond religious aspects. The hard part is finding something everyone can be a part of and wants to do.
- Regarding affiliating with a mainstream Jewish movement, what movement to affiliate with would be the critical question. Independent seems to work for TBE.
- Some questions obviously would require a new, larger synagogue. While some services would be nice to add, I do not believe the congregational growth over the past 15 years warrants such a move. I am satisfied with the current facility and the services, both religious and otherwise, that we are able to offer.
- TBE should pursue growth but be careful not to overemphasize growth. Bigger can be better but it isn't always better.

Paper Responses

All Categories

- (Summarized from letter) Prioritize a few activities so that volunteers do not get burned out; do not want a cantor - see letter
- Assoc. member that lives in Wmbg; lifelong member of Rodef Sholom - cannot be an active member
- grow membership with younger families; decisions should be based on size/demographics of congregation
- have Passover seder at TBE or community space is very important; under facilities/equipment, space should be provided preferably at TBE or in community
- Kulanu-good I do not want a sep. Jr congregation; go back to assigned oneg/Kiddush dates; go back to assigning students attendance at services (summarized from long suggestion)
- Love the small sized congregation and warmth; please do not get big and anonymous - physical space as well as spiritual space
- More people must contribute for oneg/Kiddush; need to involve 13-45 yr olds; does anyone buy anything in the gift shop?; need parking; need to keep teens involved even if only social activities; We need to grow out the middle-age range 40-55 & retain; need activities to attract that group; book club books too erudite; need more current interest; need scrabble night or bingo something to attract middle age; need Jewish service day on January 15 yearly
- or another person in addition to Margaret
- other religious programming needs - HISTORY; employ staff to answer phone & return calls in a timely fashion
- please do not think about moving to a big new building (summarized from long suggestion)
- shorter Saturday services - more like the length of Friday night
- TBE mission statement should always be our goal
- Various public organizations (water department) have population projections for the area that we can then make reasonable assumptions to project probable demands for our services

- Very important to interact with non-Jewish religious organizations; I do not know what provide for Eldercare means; office management - I don't know if this question means employ a manager for office staff or another person in addition to Margaret
- What does it mean? In reference to provide non-religious elder care; Community needs include transportation to social activities; membership will grow on its own
- would consider affiliation; will outgrow UU for HHD; too much admin/management for one person; pastoral, program, & financial hiring needed
- Would like Cantor; Long Range planning and investment should be in the hands of Board members, not employees
- would like day trips to Richmond/Norfolk theater