Community Scan: Needs and Perceptions Project

Sacha Litman, Managing Director

Hannah Feinberg, Director

August 2013

Table of Contents

Objective of Report

Review high level findings from the Community Scan

Leave you with actionable information

Teach you how best to utilize your data set

Measuring Success's mission

Why? Help non-profit communities increase their impact

What? Data-driven decisions

How? Surveys, Assessments, consulting/training
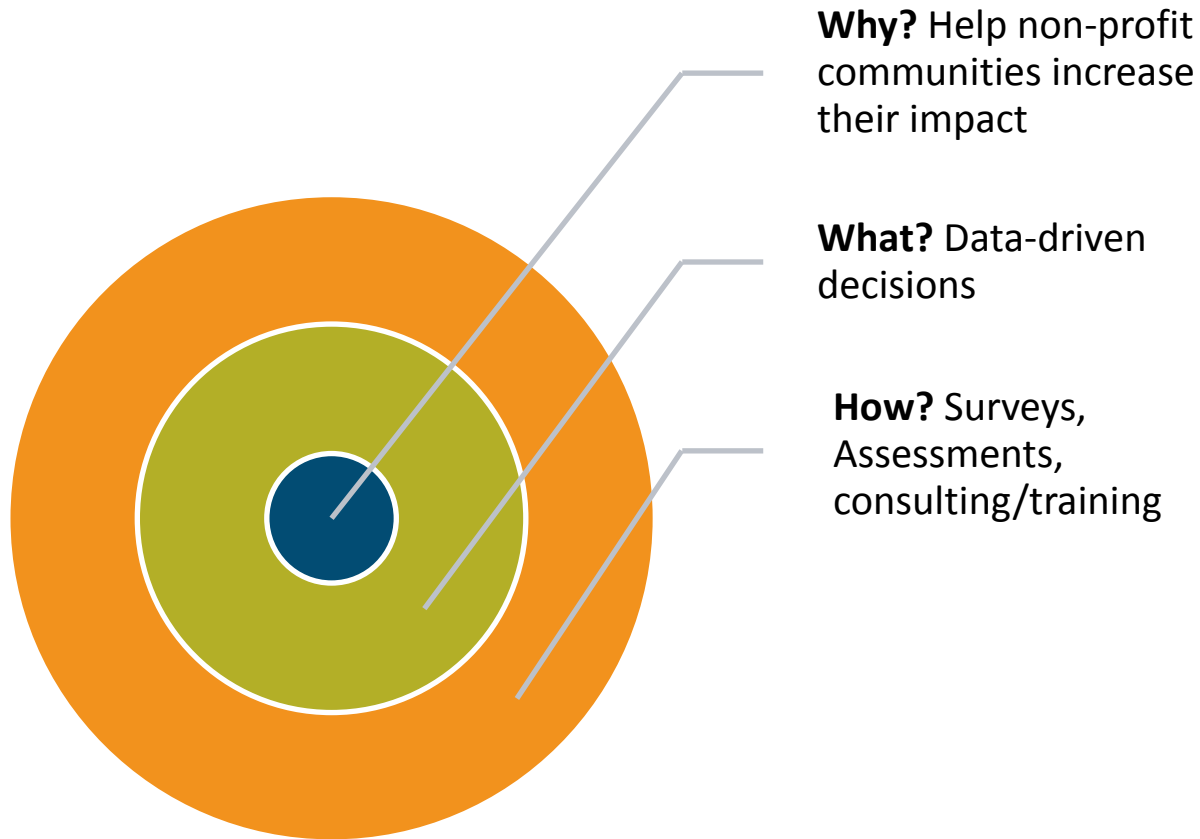
We are dedicated to helping organizations align vision with Data

Vision & Best Practices — Alignment — Data-driven
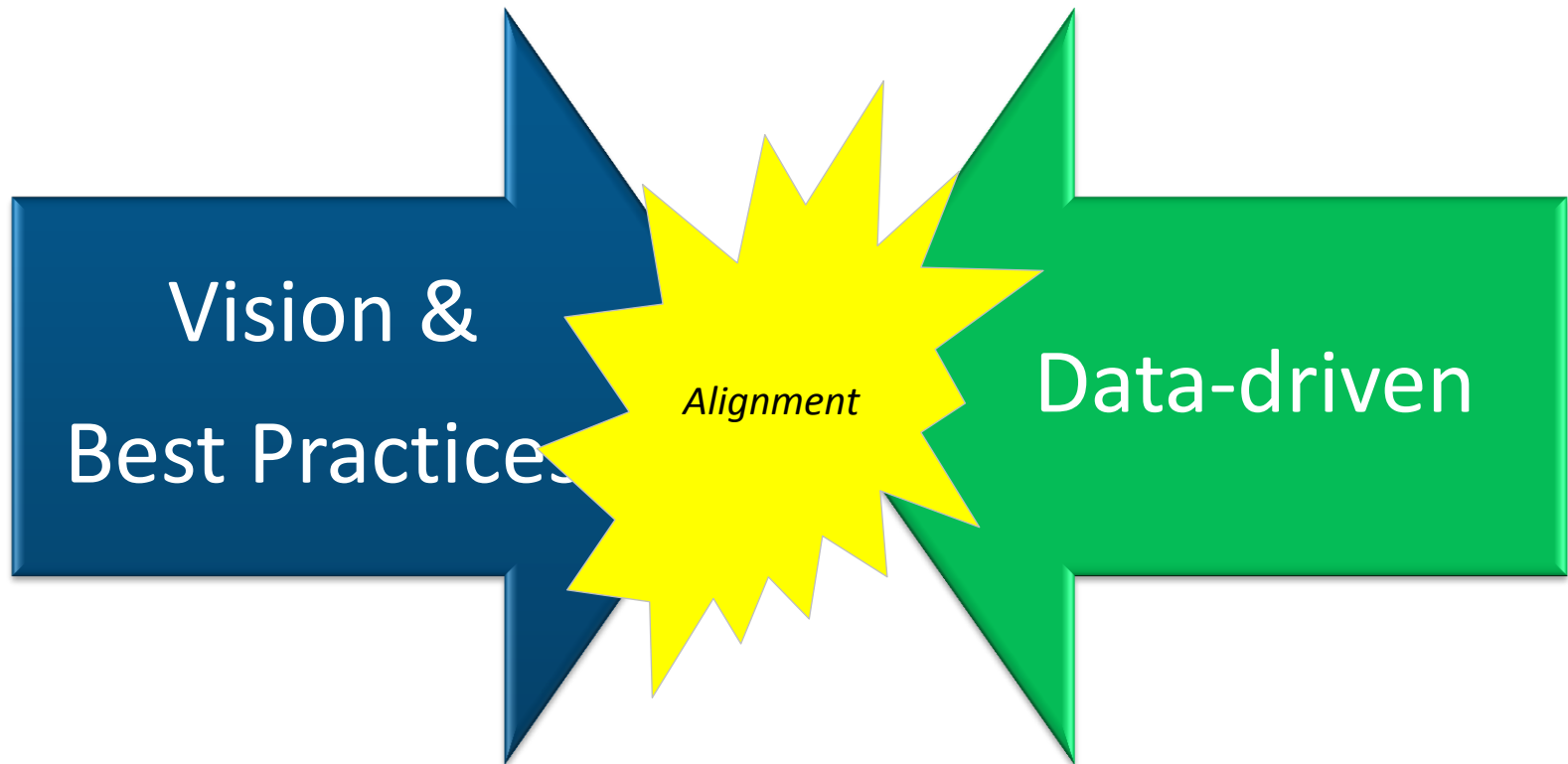
Project Goals

Community needs assessment

- Jewish Life and Learning
- Social Services

Donor perception assessment

- What drives donor giving
- What are donor passions so can align opportunities

Comprehensive coverage of community

- "Affiliated"
- "Independent"

Actionable results

- For ongoing decision making
- Integrate into federation and agency decision making

DALLAS JEWISH
COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring
Success

Work Plan – Process completing this week

1. Hypothesis Development	2. Create Community Database	3. Instrument Creation	4. Field Surveys	5. Those not in databases	6. Analysis and Reports
• Create Task Force (fed, agencies, orgs) • Key informant interviews (donors, agencies, affiliated Jews, independent Jews, civic/ religious leaders) • Our past work and other studies • Which questions to ask (have to limit #), only those that drive success and can act upon	• Worked with all 50 Jewish organizations local and national **(no data sharing)** • De-duping, data appends to create list of 60,000 Jews (25k with valid emails)	• Many rounds of feedback to create survey instrument to capture community needs as well as donor perceptions/ passions	• About 5,000 completed surveys, skewed toward affiliated but also containing substantial number of independents	• Viral marketing and referrals via Facebook and other social media	• Federation gets master • Each participating organization receives interactive report containing responses from names they provided (if received enough responses) • On-site consultations with federation and organizations to share relevant findings and create mini-action plan

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Thank you again to all 50 partners!

Akiba Academy of Dallas	Congregation Beth Torah	Dallas Jewish Committee on Scouting	Jewish Community Foundation	Temple Emanu-El
Alumni BBYO in Dallas	Congregation Kol Ami	Dallas Jewish Historical Society	Jewish Family Service	Temple Shalom
American Jewish Committee Dallas	Congregation Ner Tamid	Dallas Kosher	Jewish Federation of Greater Dallas	Texas A&M University Hillel
Ann & Nate Levine Academy	Congregation Nishmat Am	Dallas Area Torah Association (DATA), Dallas	Jewish War Veterans Auxiliary	Texas Jewish Post
BBYO North Texas	Congregation Ohev Shalom	Dallas Area Torah Association (DATA), Plano	Jewish War Veterans Post #256	Texas Torah Institute
Chabad of Dallas	Congregation Ohr HaTorah	Hadassah Dallas	Mesorah High School For Girls	The Legacy Senior Communities, Inc.
Chabad of Plano	Congregation Shaare Tefilla	Hillel of Dallas	Moishe House	Tiferet Israel Congregation
Community Homes for Adults (CHAI)	Congregation Shearith Israel	Hillels of North Texas	National Council of Jewish Women, Greater Dallas	Torah Day School of Dallas
Congregation Anshai Torah	Dallas Hebrew Free Loan Association	Intown Chabad	Sephardic Torah Center of Dallas	Univeristy of Texas Hillel
Congregation Beth El Binah	Dallas Holocaust Museum	Jewish Community Center of Dallas	Shir Tikvah	Yavneh Academy of Dallas

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

As a result of participation, each organization receives

Hi-level — 1. Consultation Presentation

Deeper dives — 2. Individual Organization Interactive Report (if sufficient responses)

Appended Information — 3. Your database cleaned and with updated information

Contact — 4. Individuals Indicating Interest in Follow Up

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success
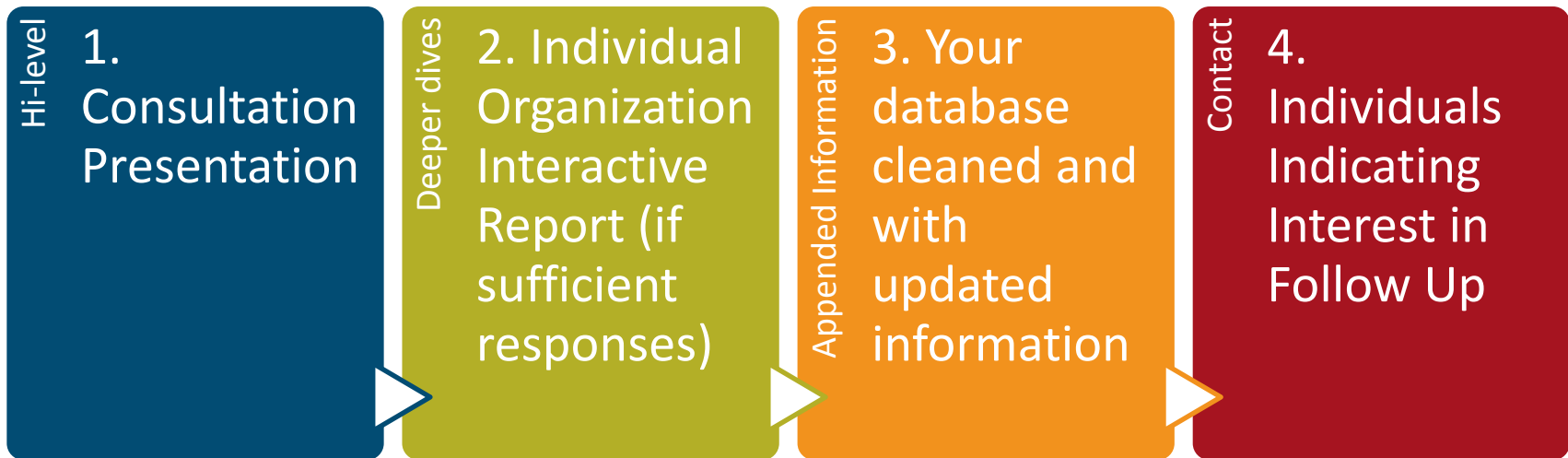
Appended information to your database

New emails

Home addresses

Spouse names, first child names, second child names

Generational information (how many generations per household)

Indicator of Donation information; Indicator of Communities/Charities information

Updated phone numbers

DALLAS JEWISH
COMMUNITY SCAN
A Connected Community. Stronger Together.

**Measuring
Success**

Data append information – Rules of Thumb

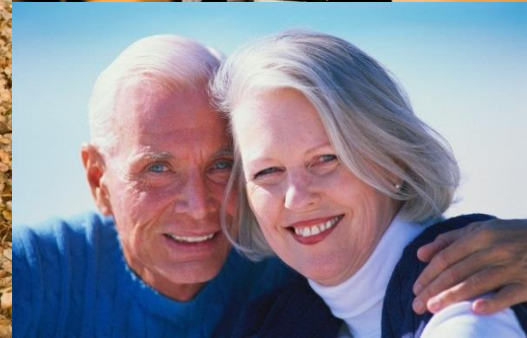| Recommended Practice |
|---|
| For active participants in your organization, the information in your database may be more accurate than the information you receive-- this is especially true for contact information. |
| Please coordinate with those experts (volunteer or professional) who use your data to determine what fields and how to integrate this new or updated information to your database. |
| We advise **against** globally replacing or updating your data with this information. |

Methodology

Sacha Litman, Managing Director

Hannah Feinberg, Director

Unique Approach: Beyond sampling to active database

Community did not want to do a demographic population study

- Results are static
- No mechanism to engage the population whose needs and passions have been studied

Comprehensive Community Approach

- Covers needs and perceptions, and can now reach out to them to engage
- Does not share data between agencies so no risk for them, but builds community
- Provides higher participation rates

Building a platform for the future

- Interactive means to reach community via multiple platforms
- Continuous updates and real time business intelligence
- Community connector: engaging individuals through changing life stages

Why the comprehensive approach works

85% of Jews have been affiliated at some point in lives

- 25% currently "affiliated" (active members)
- 60% care about Judaism, but not "affiliated" – call them "independent" Jews
- 15% do not care about Judaism

Many names of independents are in databases of organizations

- E.g., Temple Emanuel and JFS, UT Austin, Birthright from recent and longer past
- Many Jewish organizations in Dallas that are not Federation agencies (AIPAC, AJC, etc.)
- Many still live in the Dallas area, albeit less expensive areas like Frisco, Denton, Grapevine

Most independents not in databases are friends with those who are

- Social networks, 1 degree separation

Still get all the traditional sampling insights

- Can accomplish added approach at same cost because redundant steps

Comprehensive approach in practice

Phase 1: Developing a comprehensive community list

50 organizations gave their respective databases

- 140,000 duplicated names many no longer active

Measuring Success cleaned the data

- 60,000 unique names (removed duplicated and those who have passed away or moved)
- Dallas Jewish population thus likely over 70,000

Utilized data append services to fill in missing entries like out of date emails

- 25,000 valid emails found for survey
- Axicom appended fields like age, income, etc.

Once the data was clean, half were on only one list

Affiliation by Database

Number of Databases	Number of People
8+	4018
7	1423
6	1920
5	2477
4	3556
3	5202
2	8820
1	35452
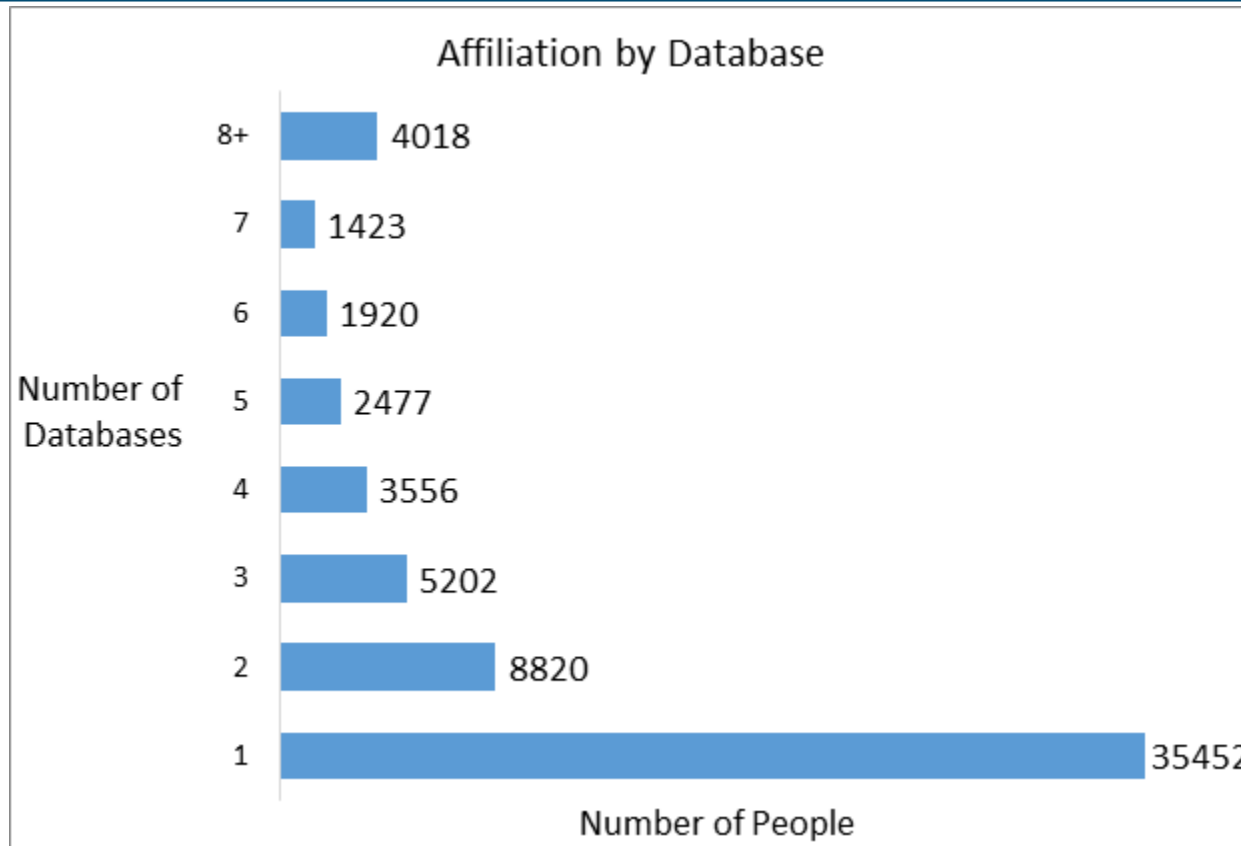
How we obtained a larger proportion of responses than any other community study (non-sample approach)

Phase 2: Launching a successful survey

Survey launched: Initial emails sent
- Partner organizations helped get word out

Reminder emails sent 2x a week for 1 month
- Response spike with each reminder email

Almost 5,000 people responded to the survey
- Roughly equal to number of sampled respondents in NYC, pop 1.5 million

DALLAS JEWISH
COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Response rates very strong and positive linear trajectory
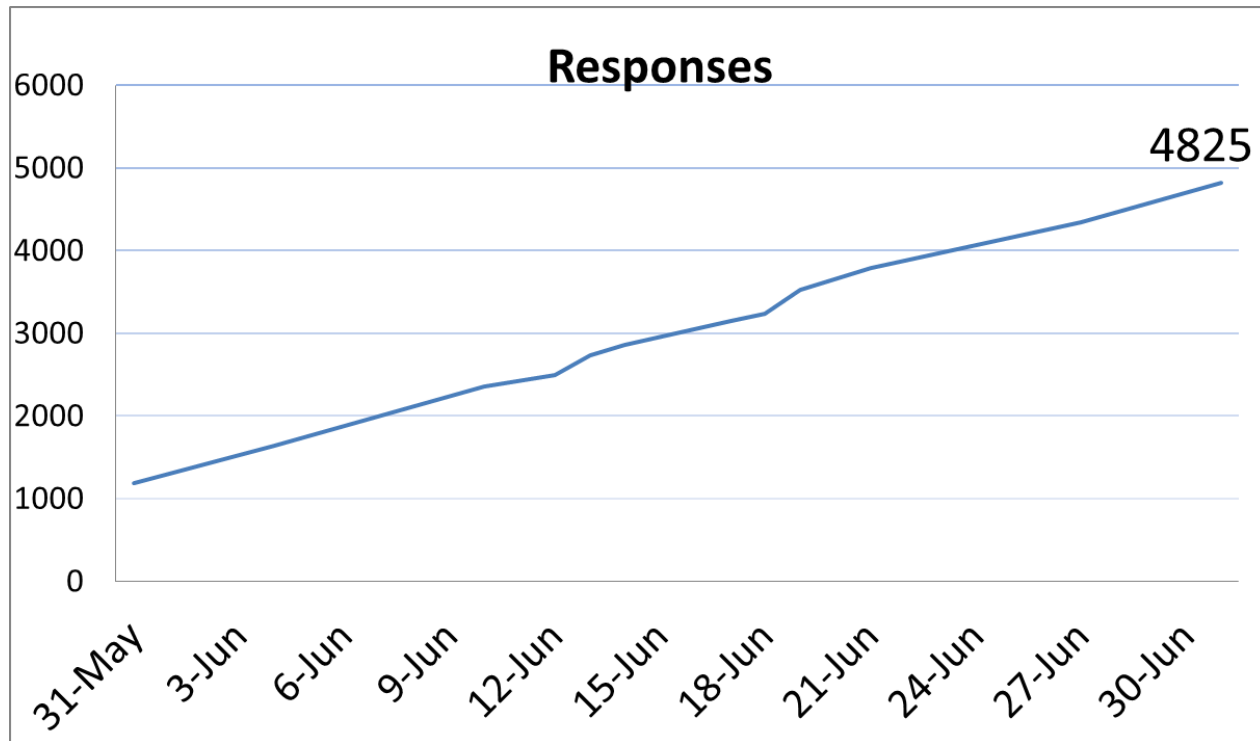
- Total Valid Responses: 4825
- Average time to complete survey: *24 minutes*
- This was the largest percentage of surveyed Jewish population ever completed (20% or 5k/25k valid emails)

How you can and cannot use this data

Demographic Study	Needs and Perception Study
• Sample (balanced but limited) • Incidence (extrapolate to community)	• More responses (unbalanced to affiliated but reasonable groups in each category) • Wider perceptions, attitudes, opportunities • Must *benchmark* each data point to another the get context

Benchmarking – how can we make sense of the data without something to compare it to?

JLL and Social Service Sections

• Jewish users of Jewish programs versus Jewish non-users

Jewish Identity Section

• Organization versus community average

All Sections

• Between demographic groups of respondents (engagement level, giving level...)

Federation Perception Section

• Longitudinal trend vs. Measuring Success donor surveys from 2008

Federation Giving Section

• Between questions within the section

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Likelihood-to-Recommend (LtR) best proxy for perceived quality

Measuring Satisfaction

- Studies indicate LtR is best predictor of respondent's likelihood to stay (or leave) and institution's future growth

Identifying Promoters

- Percentage of those who strongly agreed with the question – simple "agreement" is not enough

Interpreting 5 point agree to disagree scale
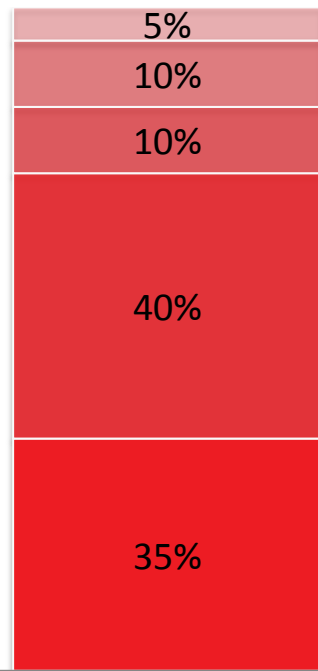
SAMPLE DATA	**Actual Scale**	**Correctly Interpreted Scale**	**Quick Ratio (Top 1/Bot 3)**

5%	Strongly disagree		
10%	Disagree	*Detractors*	
10%	Neither agree nor disagree		
40%	Agree	*Passive*	*>> 1:1* Good *<< 1:1* Bad
35%	Strongly agree	*Promoters*	

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Response size (N)

Respondents only received relevant questions

- Donors
- Social Service users
- Parents

What does "N=" mean?

- N= the number of people who responded to that question.
- This changes the comparison
- If they are similar, you can compare evenly
- If they are very different, the differential in percentages needs to be significant enough for comparison

- High Use
- Medium Use
- Low Use

Other (n=51)
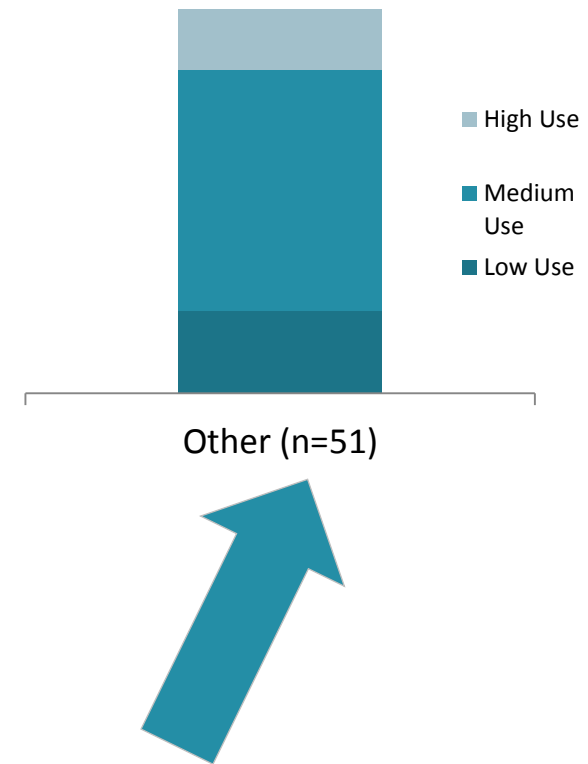
Rules of Thumb for statistically significant differences based on response size (N)

Responses (N)	Average scores	% scores
<25: too small –best to lump groups	0.5 difference	
30-50 in each	0.3 difference	10 percentage points
Around 100 each	0.2 difference	7 percentage points

Definitions: Jewish Engagement
Combination of frequency of self-reported organizational and informal (e.g., home and friends) Jewish participation

Low engagement:

- Definition: 4 or fewer Jewish involvements a year (organizational or personal)
- 653 Respondents

Somewhat engaged:

- 1072 Respondents

Engaged

- 1364 Respondents

Very engaged

- 1140 Respondents

Community Leader

- Definition: weekly or daily involvement in Jewish life (organizational or personal)
- 358 Respondents

Definition: Social Services extent of need

Low Use

- Those who indicated they utilize only one service
- 663 respondents

Medium Use

- Those who indicated they utilize 2-4 services
- 642 respondents

High Use
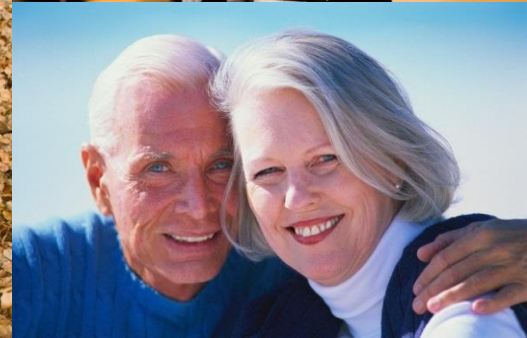
- Those who indicated they utilize 5+ services
- 143 respondents

Overview: Response Demographics

Response rates very strong and positive trajectory through the campaign
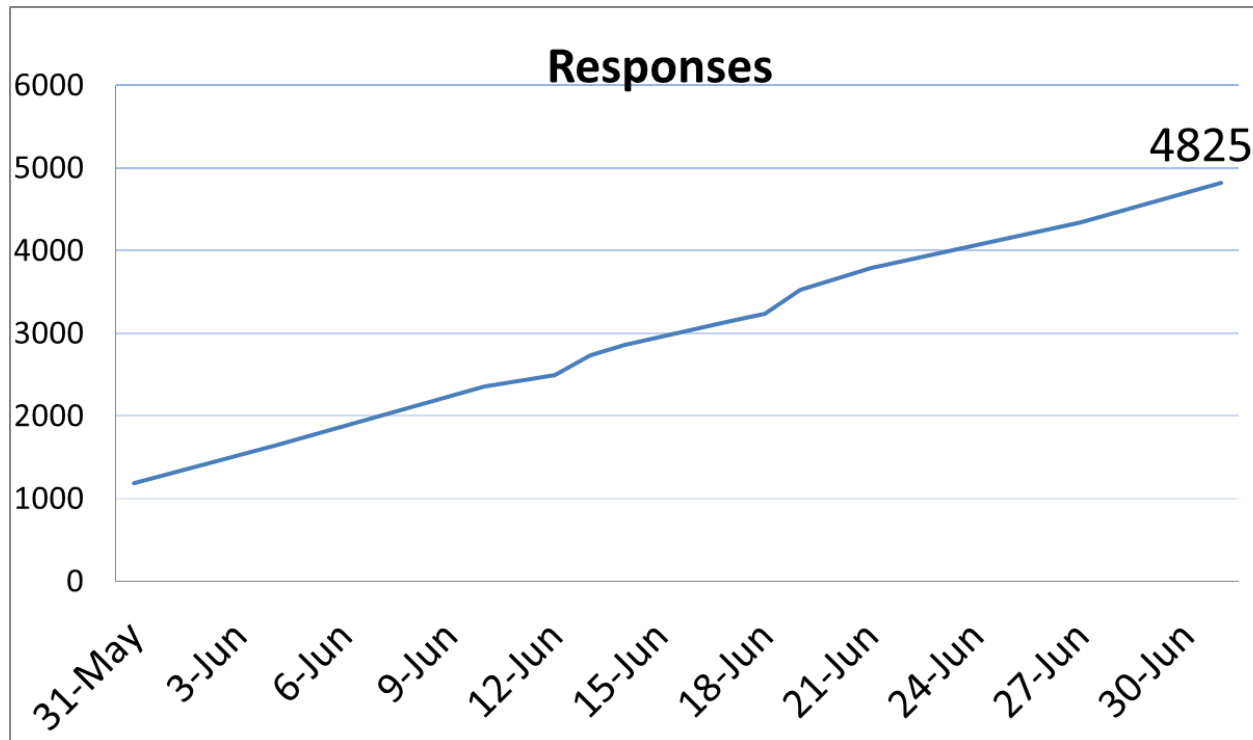
- Total Responses: 4825
- Average time to complete survey: *24 minutes*
- This was the largest percentage of surveyed Jewish population ever completed

Respondent breakdown by demographics: age & life stage

Lifestage

- Teen: 109
- College: 50
- Single: 868
- Married: 3371

Age

- 14-17: ~100
- 18-25: ~110
- 26-35: ~405
- 36-45: ~660
- 46-55: ~970
- 56-65: ~1075
- 66-75: ~735
- Over 75: ~340
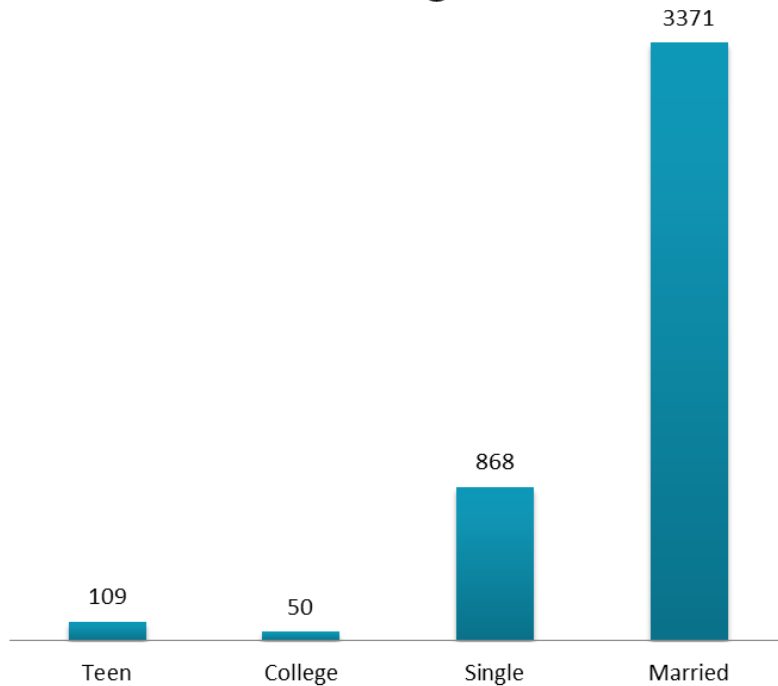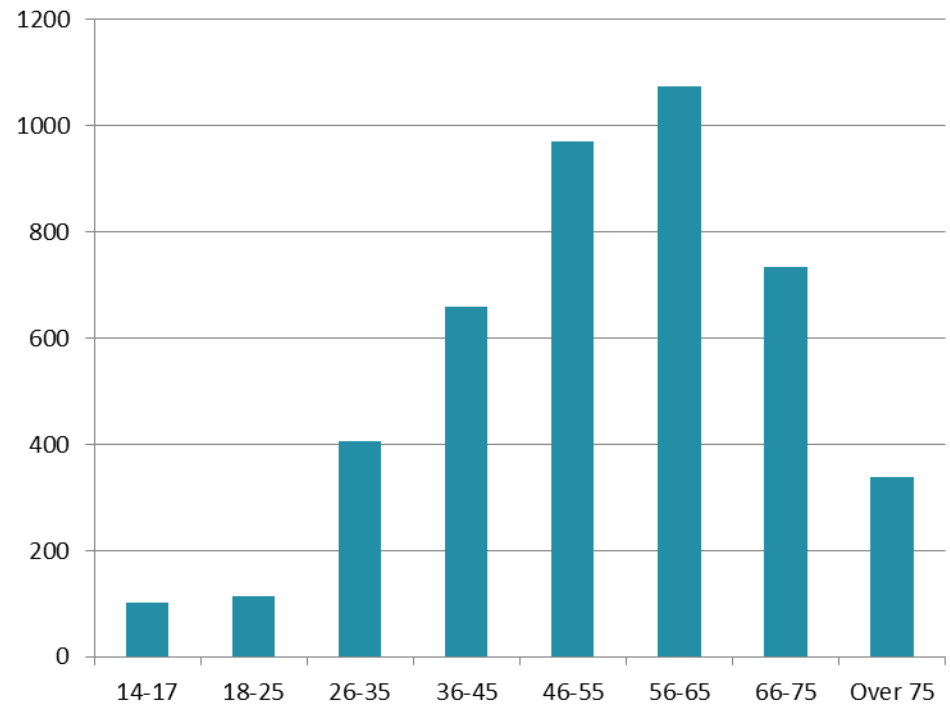
Respondent breakdown by demographics: affiliation and gender

Affiliation

Pie chart values: 45%, 35%, 8%, 7%, 1%, 4%

- Reform
- Conservative
- Orthodox
- Modern Orthodox
- Reconstructionist
- Other

Gender

Male Female

1532   2226
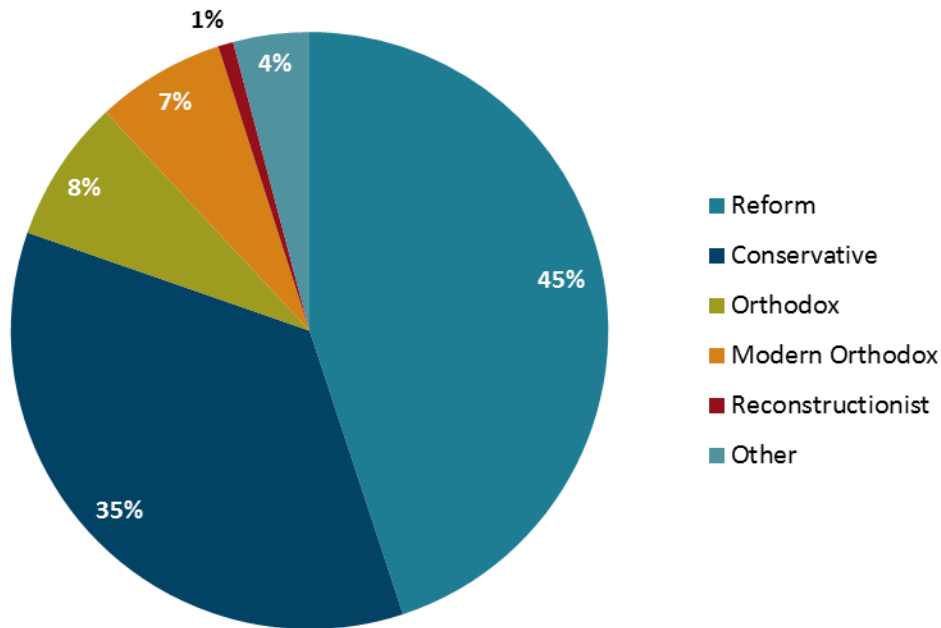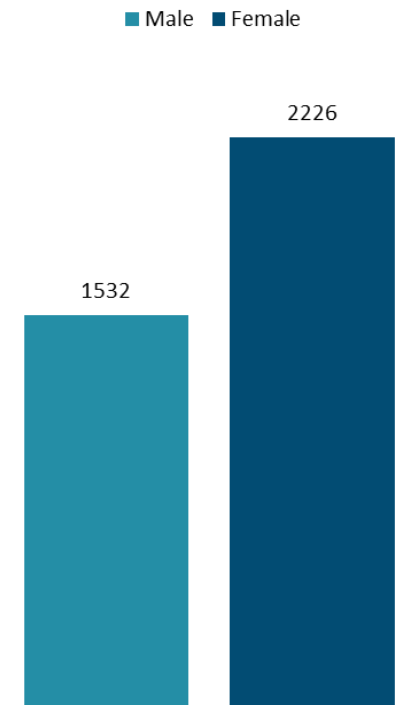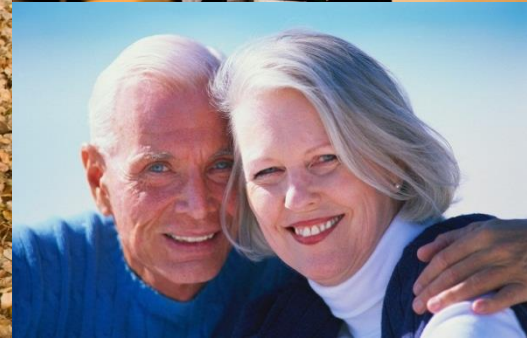
Respondent breakdown by demographics: geography disaggregation of community

Geography

Category	Value
North Dallas	649
Plano, Frisco, Richardson, Allen, McKinney	763
Central Dallas, Downtown, Uptown	1218
East Dallas	67
Denton, Flowermound, Lewisville	47
South Dallas-Duncanville, Cedar Hill	10
Addison, Carrolton, Farmers Branch	143
Other	735
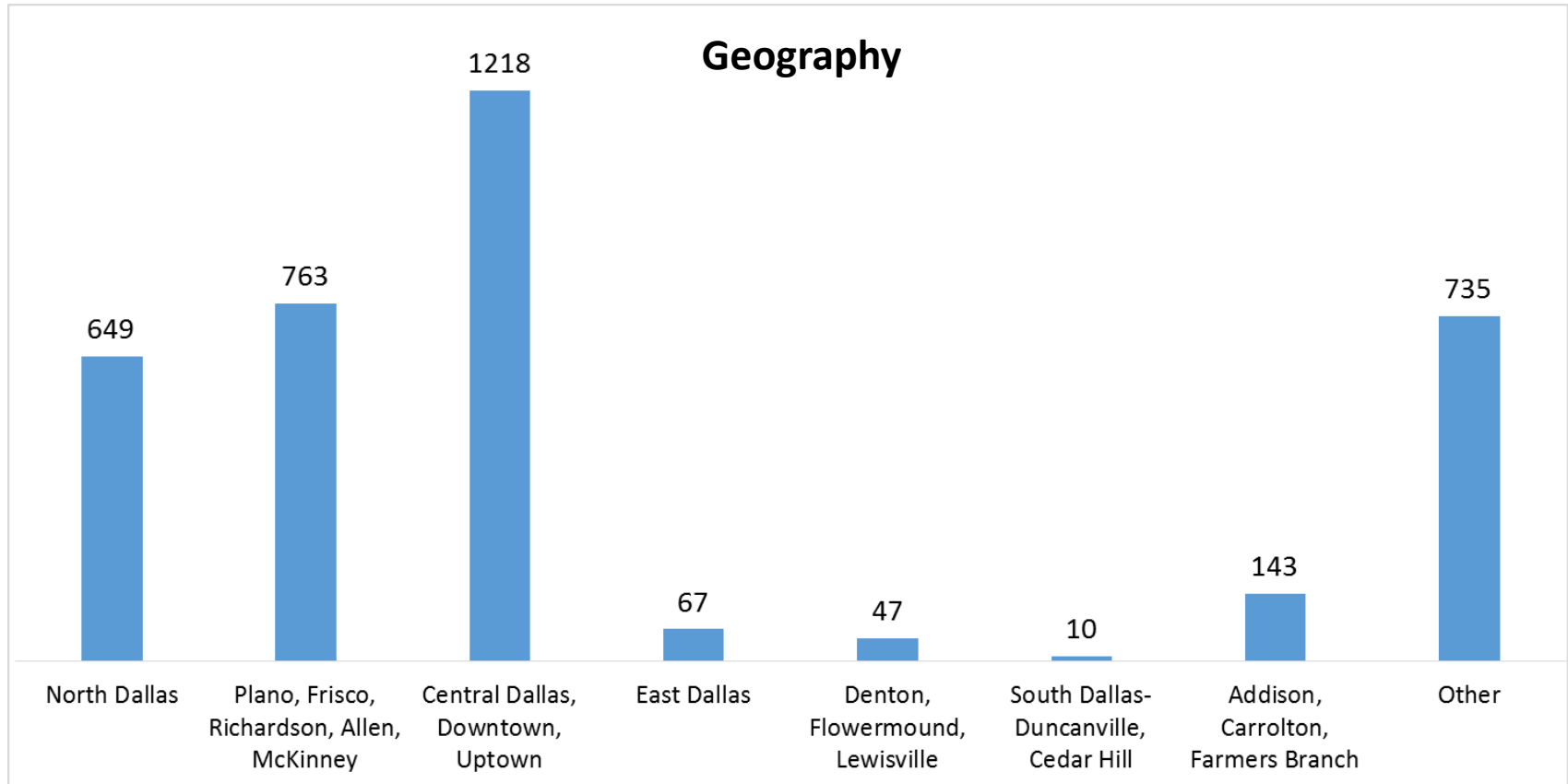
Dallas Community Scan: Needs and Perceptions Project

Sacha Litman, Managing Director

Hannah Feinberg, Director

August 2013

Overview: Jewish Life and Learning

Jewish camp (69% strongly recommend) and preschool (81%) are strongest

- JDS (55%) and after school (47-55%) are so-so
- Jewish non-users of Jewish camps and after-school programs think of Jewish equivalents as highly as their own (opportunity?)

Motivating factors consistent across most programs:

- Quality, quality, quality (and preparedness for next step)
- Staff training
- Welcoming and inclusive
- Support desired Jewish development for children

Overview: Pre-schools

Jewish preschool users have very strong perception of quality (81% strongly recommend)

Perception of non-Jewish preschool users of own school is much weaker (49% strongly recommend)

But Jewish parents in Non-Jewish Pre-Schools perceive Jewish Pre-School quality as far lower than their own school (34% strongly recommend)

Key motivators for non-users of Jewish preschool are: welcoming/inclusiveness (#1), quality, preparation, and Jewish development

Opportunities for action:

- Market Jewish preschool users' experiences to Jewish parents using non-Jewish preschools
- Work to increase inclusiveness/welcoming perception (who? How?)

Overview: Day Schools

Jewish day school awareness (84%) was higher than any other Jewish life opportunity for youth

25% of day school families are minimally involved elsewhere in Jewish life

Perceived quality of Jewish day school (55%) is much lower than Jewish preschool or campp
- 55% for JDS is on par with JDSs across country – but enrollment dropping so not enough

Perceived Quality for JDS parents are about the same as those with kids in private schools
- 55-58% strongly recommend, respectively

Perception of JDS among private school families is so-so
- 34% strongly recommend, similar to proportion of detractors

Perception of JDS among public school families is weak
- 22% strongly recommend, 2x as many detractors
- Even though public school parents don't think so highly of the public schools they attend (34% strongly recommend)

Top motivating factors consistent regardless of which type of school kids attend:
- preparedness for next level of schooling (#1), quality, welcoming/inclusive, Jewish development

Opportunity:
- Capitalize on awareness of Jewish day schools in Dallas
- Advertise that JDS and Private School users are equally likely to recommend their school
- Improve quality, preparedness, and other top motivating factors
- Market this improvements to parents with private school mindset

DALLAS JEWISH
COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Overview: Summer Camps

Jewish summer camp had the lowest awareness level of any youth educational opportunity

Jewish summer camp parents are very happy (69% strongly recommend)

Those who send their kids to Jewish summer camp are much happier than Jewish parents in other camps (20-30 %points happier)

Perception of Jewish summer camp among non-users is uniformly high

• Nearly as high as users (62% versus 69%)

Motivating factors are same for users and non-users of Jewish camp alike:

• Quality, training of staff, schedule, desired Jewish development

Overview: After School Programs

Jewish community after-school non-religious programs (JCC, etc) are perceived as stronger than any other after school activity

- But no after-school activity has a very high LtR score (31% - poor- to 55% - ok) compared to other educational opportunities

Perceived quality of Jewish after-school programs among non-users matched user perceptions (47-54%)

Top motivating factors were training, location convenience, quality, and Jewish development

Overview: College Students

Top motivating factor: friends participate

Top motivating factor: comfortable given Jewish background

Consistent across parents of college students and college students themselves

Overview – Jewish Membership Organizations

Synagogues

- Bedrock of involvement in the community:
  - Even in least Jewishly engaged group (did not participate formally) over 50% report being synagogue members and 80% were members at some point
  - All other Jewish engagement groups are over 85% synagogue members
- Low engagement Jews would be motivated most by: program quality, life-stage appropriate activities, access to clergy for meetings, vision and values resonance, and inviting to newcomers

JCC and other Jewish membership organizations

- About equal number of respondents are involved with Jewish membership organizations as non-Jewish membership institutions (35%)
- There is a larger interest in cultural and personal growth programming rather than advocacy efforts

DALLAS JEWISH COMMUNITY SCAN
A Connected Community, Stronger Together.

Measuring Success

Overview - Social Services

Users of all other Senior Residential facilities have low satisfaction with their own facility and a higher perception of Jewish facilities

There is an opportunity to raise awareness of Jewish services for children with special needs as those who use them are very satisfied with them, yet those who don't wouldn't recommend them very highly

For career services, the perception for those who use private practice and government services is that the Jewish service is better than their own

There is an opportunity to increase the number of people with high social service needs to use Jewish service providers . Senior Assessment & Case Management services can help accomplish this because of Likelihood-to-Recommend scores.

Top motivating factor across many social services was confidentiality

- May explain heavy underreporting (taboo or confidentiality) in 8 social service areas and social services overall (only 1 in 4 said they or someone they cared for had this need)

Findings: Philanthropy

Sacha Litman, Managing Director

Hannah Feinberg, Director

Overview: Philanthropy

Donors want to give Jewishly primarily through their synagogues, even if they go infrequently

Yet individuals expect religious institutions to support a variety of programming

Social services & education followed in priority

The data suggest that religious (synagogue) institutions are the foundation of donor's Jewish priorities in Dallas

Donors

Top ranked charitable priorities, all respondents
% Rank (#1 is best)
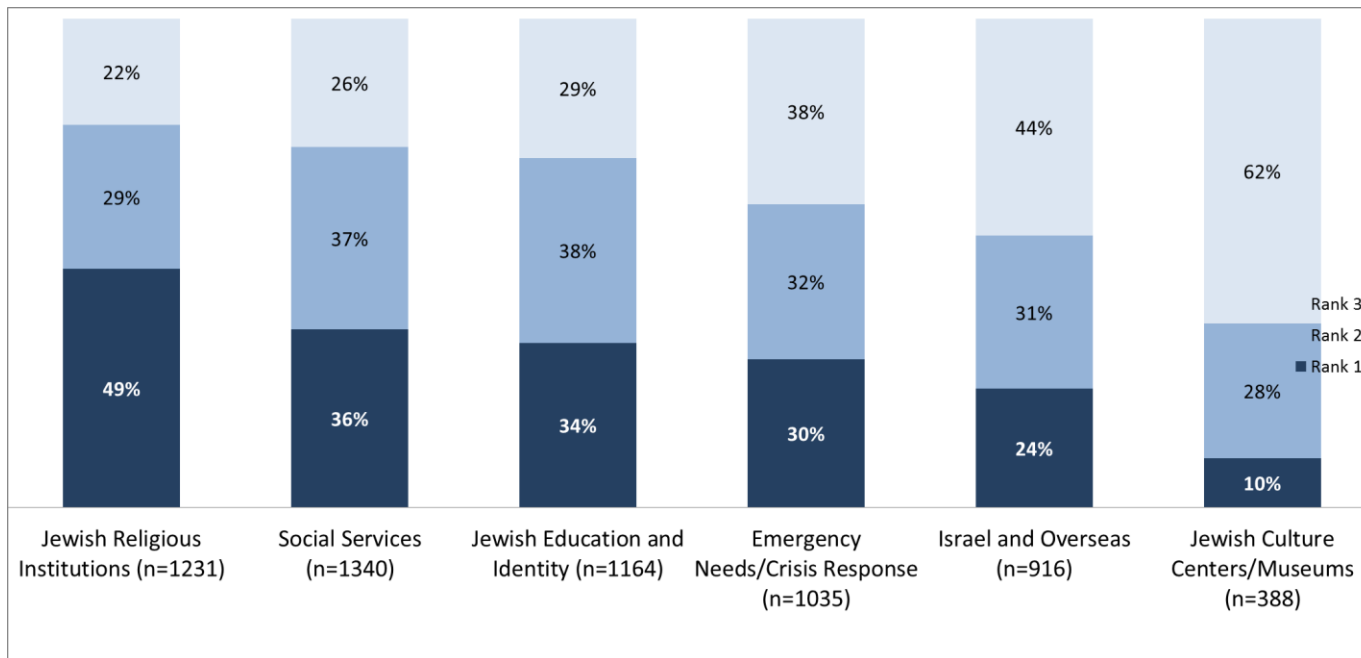
- Jewish religious institutions have by far the most #1 ranks, but social services has a higher average. Still, we believe there is a significant drop off from rank one to the other ranks.

- The drop off in respondents to Jewish Culture shows it does not even appear at a top three for most.

Q28. Of the following Jewish organizations, please rank your top (3) priorities for charitable giving.

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Major donors as well as smaller donors prioritize philanthropic contributions similarly

Donors

Top ranked charitable priorities, > $10K Donors

% Distribution
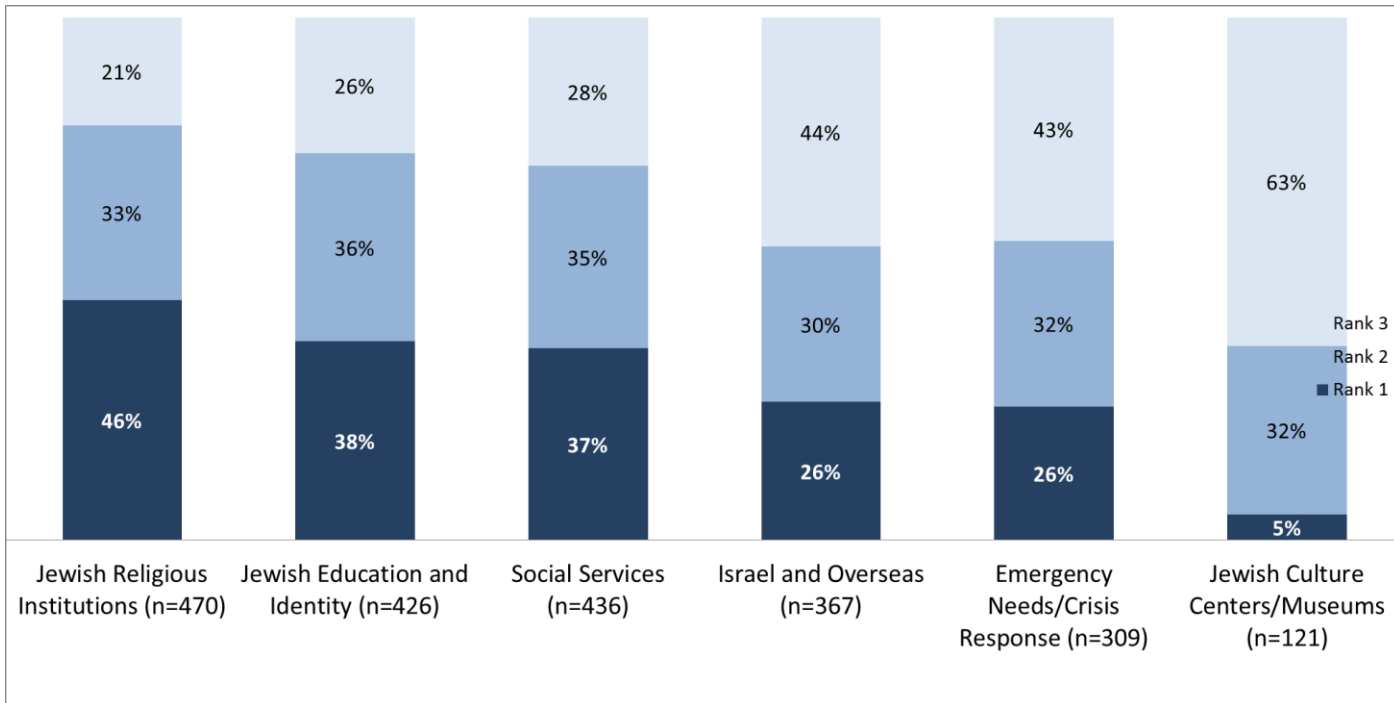
- 23% gave more than $10,000, and 77% gave less than $10,000.

Legend: Rank 3, Rank 2, Rank 1

Categories:
- Jewish Religious Institutions (n=470): 46%, 33%, 21%
- Jewish Education and Identity (n=426): 38%, 36%, 26%
- Social Services (n=436): 37%, 35%, 28%
- Israel and Overseas (n=367): 26%, 30%, 44%
- Emergency Needs/Crisis Response (n=309): 26%, 32%, 43%
- Jewish Culture Centers/Museums (n=121): 5%, 32%, 63%

Q28. Of the following Jewish organizations, please rank your top (3) priorities for charitable giving.

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

As Jewish engagement goes up, religious institutions grows in priority; social services is a higher philanthropic priority for the less Jewishly engaged

Donors

Top ranked charitable priorities, by Jewish engagement
% Distribution
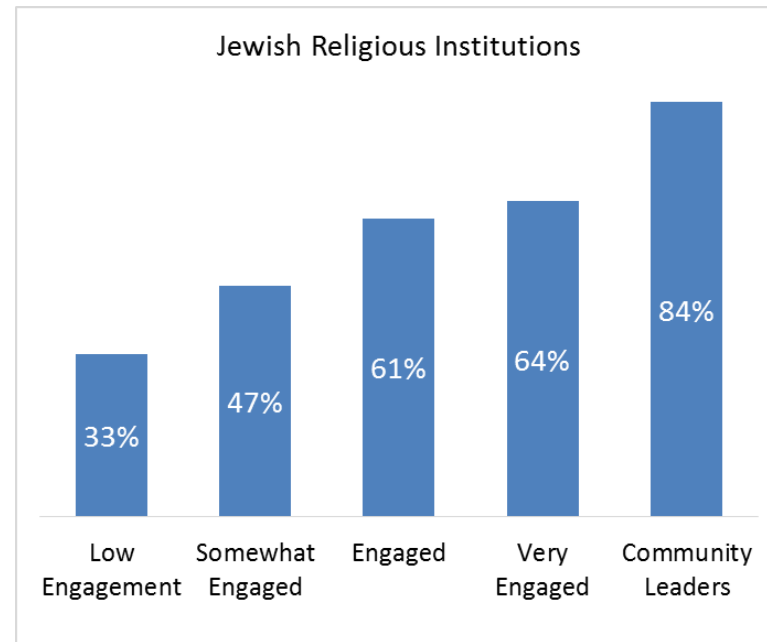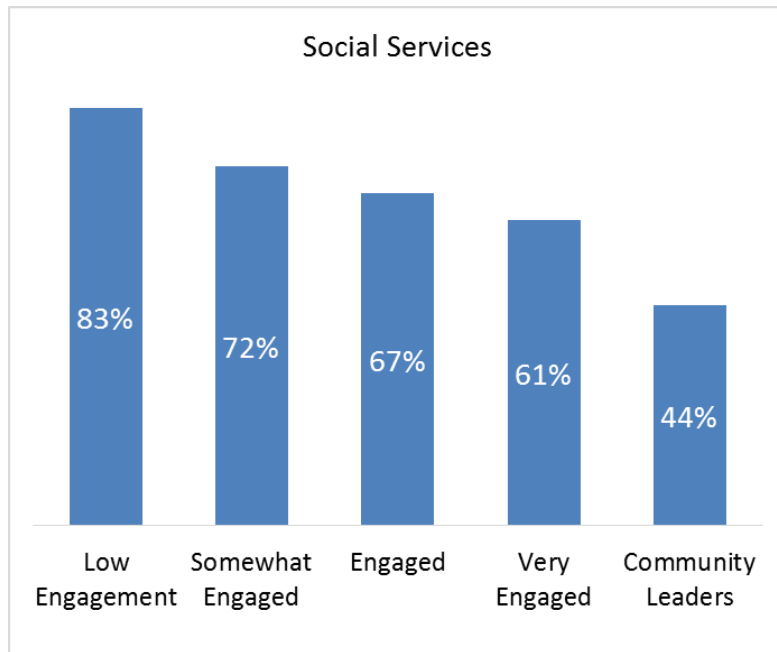
Q28. Of the following Jewish organizations, please rank your top (3) priorities for charitable giving.

Nearly half of donors did not feel they are hearing from the Jewish community too much. Encouragingly, over 25% of respondents have considered leaving a bequest

Donors

Community perspective on fundraising and endowments, all donors

% Distribution

Legend:
- Strongly Disagree
- Disagree
- Neither Agree Nor Disagree
- Agree
- Strongly Agree

When I hear from the Jewish community, they are typically asking me for money (n=2079)
- 4%
- 17%
- 24%
- 35%
- 19%

I have considered, or made plans, to leave a permanent gift to the Jewish community through an endowment fund, bequest, or other estate planning tool (n=1913)
- 20%
- 27%
- 27%
- 16%
- 11%
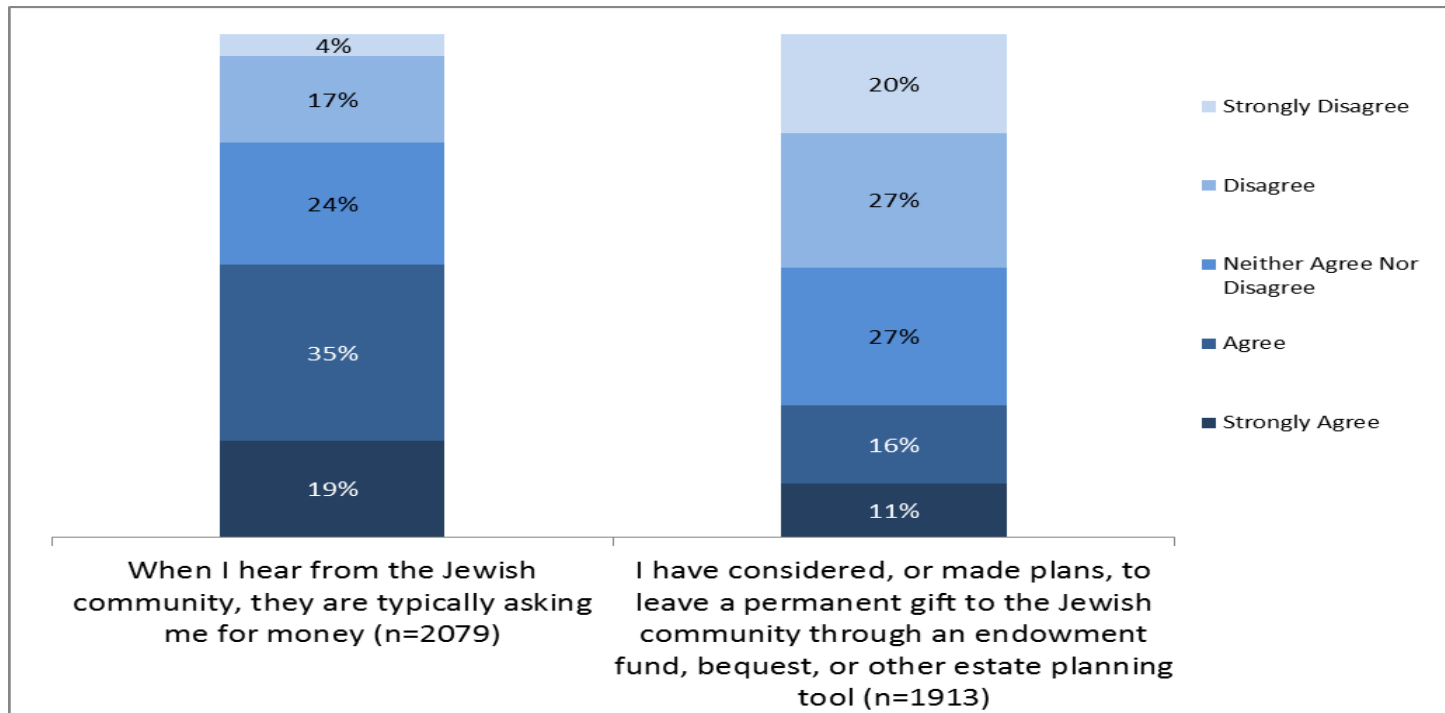
The donor group consisted of those over the age of ages 18-35 who gave at least $100 and anyone 35 and older who gave at least $2,500

Q29. To what extent to you agree with the following statements:

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Major philanthropists are considering bequests to the Jewish community at double the rate of the community

Donors

Community perspective on solicitation and endowments, > $10K Donors

% Distribution

	Strongly Disagree
	Disagree
	Neither Agree Nor Disagree
	Agree
	Strongly Agree

When I hear from the Jewish community, they are typically asking me for money (n=728)
- 5%
- 20%
- 23%
- 33%
- 19%

I have considered, or made plans, to leave a permanent gift to the Jewish community through an endowment fund, bequest, or other estate planning tool (n=679)
- 11%
- 21%
- 25%
- 22%
- 22%
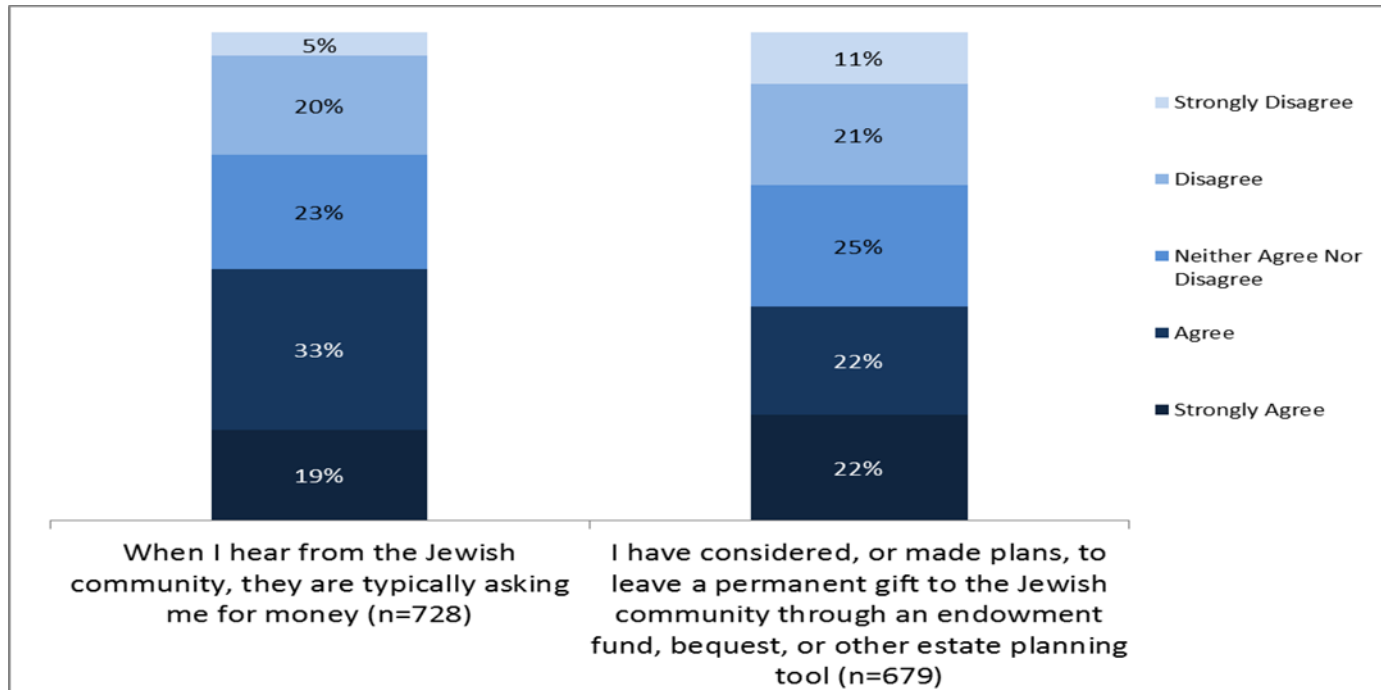
If anything, major donors may not be asked for money often enough

Q29. To what extent to you agree with the following statements:

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Findings: Jewish Membership Organizations

Sacha Litman, Managing Director

Hannah Feinberg, Director

Overview – Jewish Membership Organizations

Synagogues

- Bedrock of involvement in the community:
  - Even in least Jewishly engaged group (did not participate formally) over 50% report being synagogue members and 80% were members at some point
  - All other Jewish engagement groups are over 85% synagogue members
- Low engagement Jews would be motivated most by: program quality, life-stage appropriate activities, access to clergy for meetings, vision and values resonance, and inviting to newcomers

JCC and other Jewish membership organizations

- About equal number of respondents are involved with Jewish membership organizations as non-Jewish membership institutions (35%)
- There is a larger interest in cultural and personal growth programming rather than advocacy efforts

About equal number (35%) of respondents were members of Jewish organizations (not including synagogues) as non-Jewish organizations

All

Percentage of Respondents who belong to an organization, all respondents

% Already a member

Organization	Percentage
Member-only assoc. (n=788)	20%
Jewish Cmunity Center (n=795)	20%
Other Jewish Orgs (n=634)	16%
Civic leadership (n=397)	10%
Arts (non-Jewish) (n=157)	4

(x-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90%)
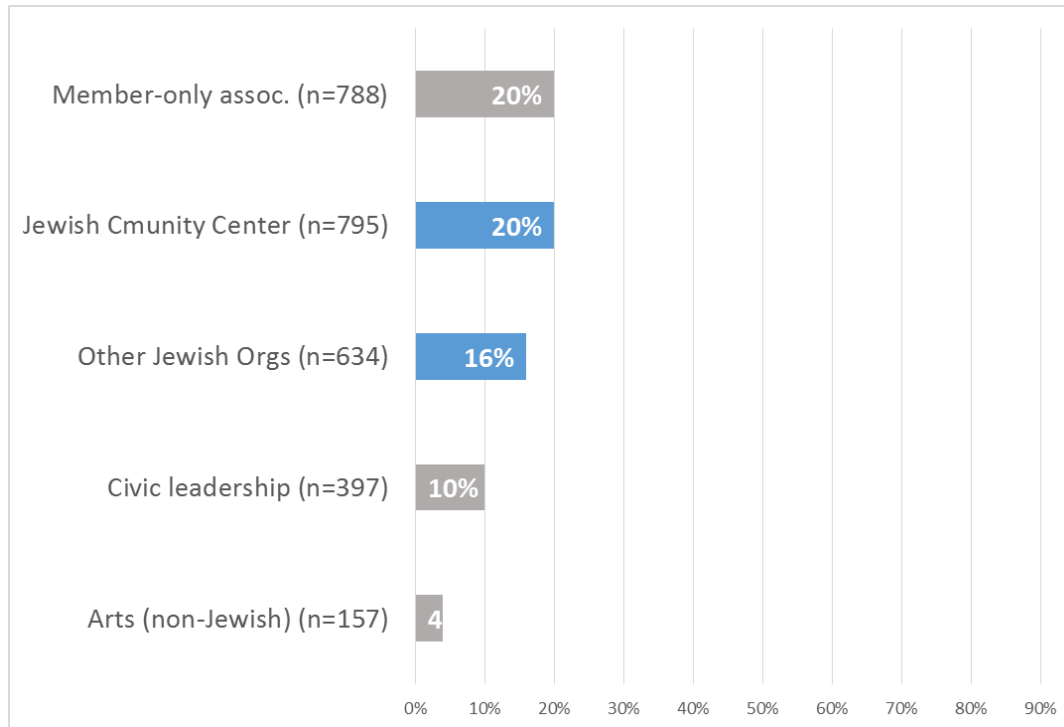
People could be members of more than one organization.

Q17. How likely are you to join the following organizations?

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

While many who aren't members already are not interested in joining, 10-15% are "low hanging fruit"

All

Likelihood to join an organization, non-members

Average (1-5 scale)
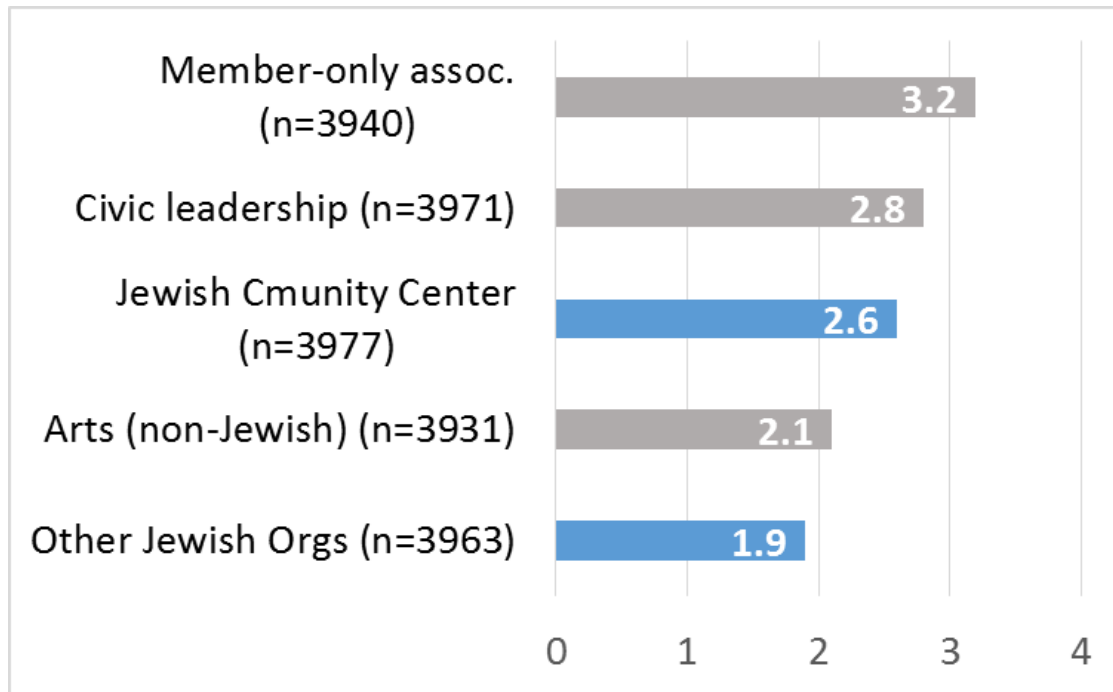
Reminder: Average scores below a 3 indicate strong disinterest

Q17. How likely are you to join the following organizations

Donors giving over $1000 a year to Jewish life are more likely to join

All

Likelihood to join an organization, by donor giving level
Average (1-5 scale)
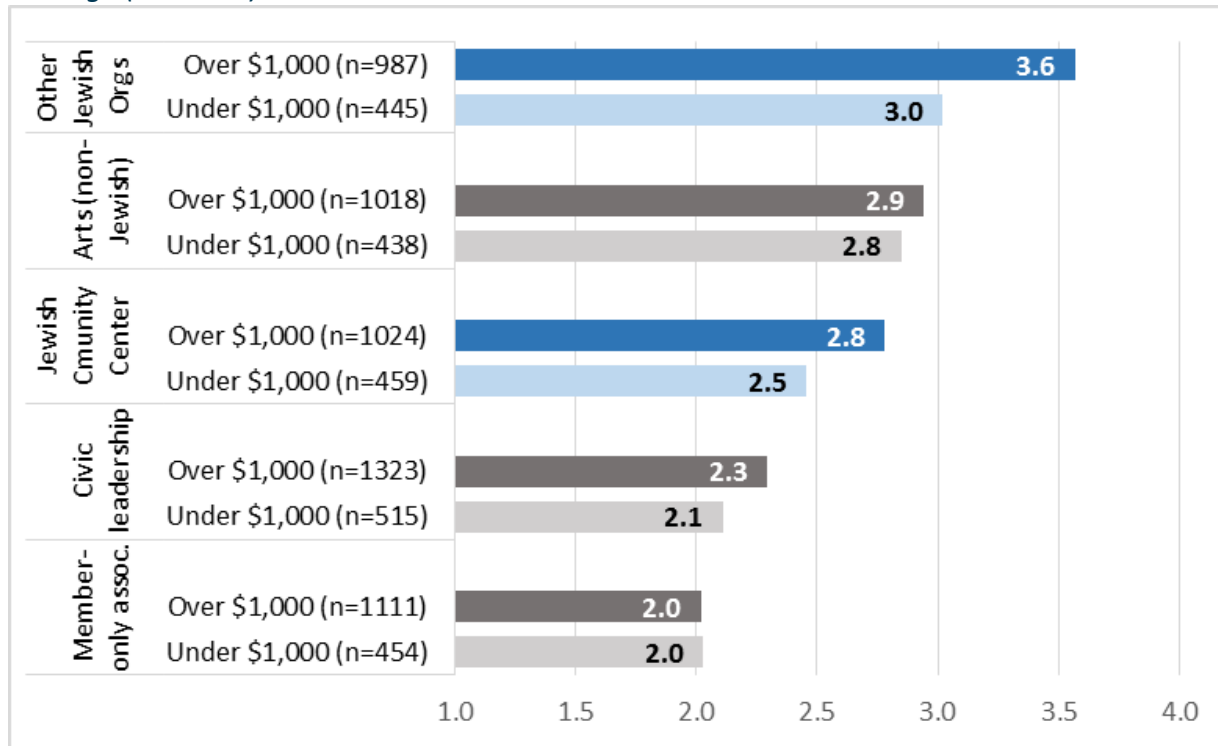
The data suggest that there are perceptions of organizations rather than the activities that happen therein

Q17. How likely are you to join the following?

To the extent that people are motivated to join, experiences are of greater interest to the community than advocacy

All

Motivating Factors to participate in a Jewish Organization, all respondents
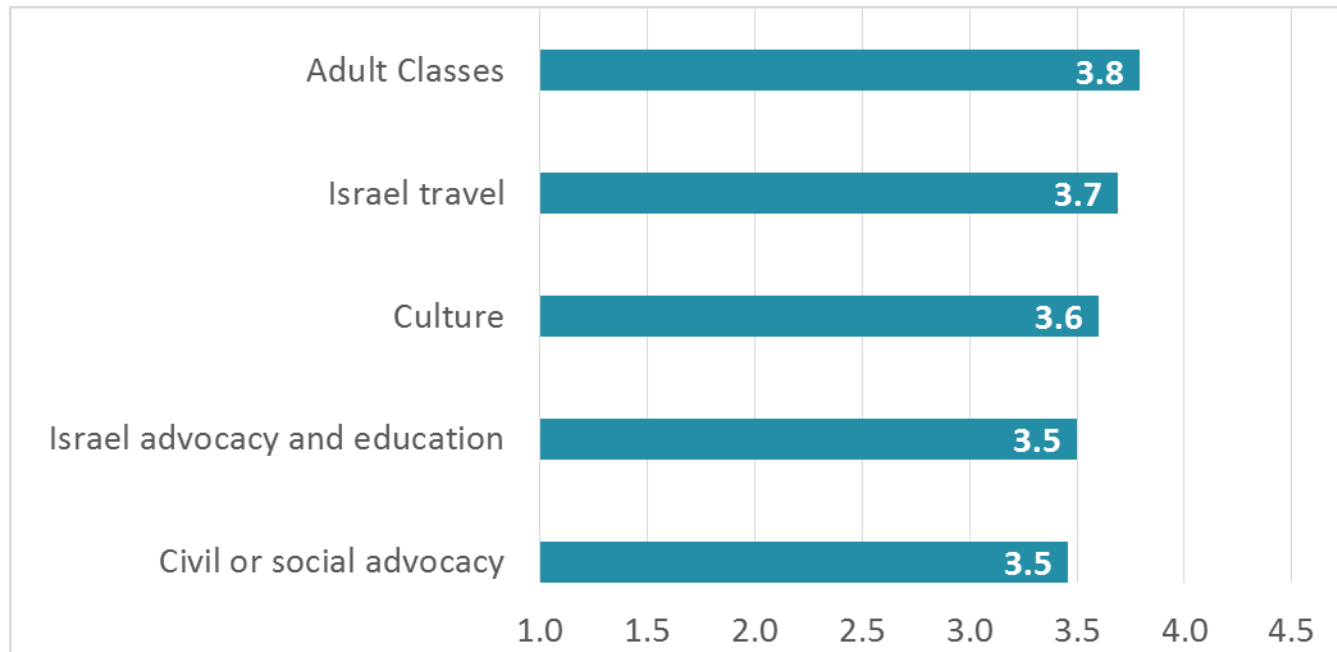
Average (1-5 scale)

Factor	Average
Adult Classes	3.8
Israel travel	3.7
Culture	3.6
Israel advocacy and education	3.5
Civil or social advocacy	3.5

Q19. Indicate the extent to which you agree: I would be motivated to participate in an activity at a Jewish organization if the following was offered

The least Jewishly engaged find adult ed, Israel experiences, and culture as equally motivating

All

Motivation to participate in an organization, by Engagement Level
Average (1-5 scale)
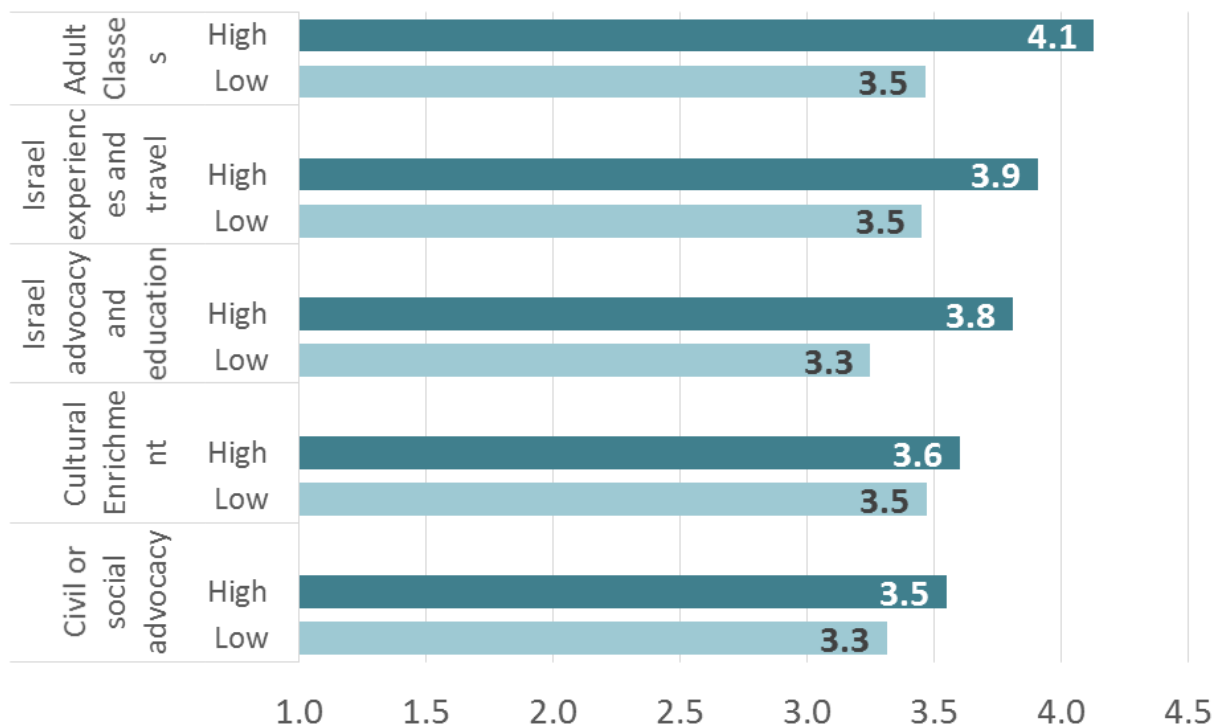
High =
Community
leaders only (Y)

Low = lowest
engagement
group only (X)

Q19.Indicate the extent to which you agree: I would be motivated to participate in an activity at a Jewish organization if the following was offered

Synagogue Membership is high for those who responded to the survey

Synagogue membership, all respondents

% Yes, No
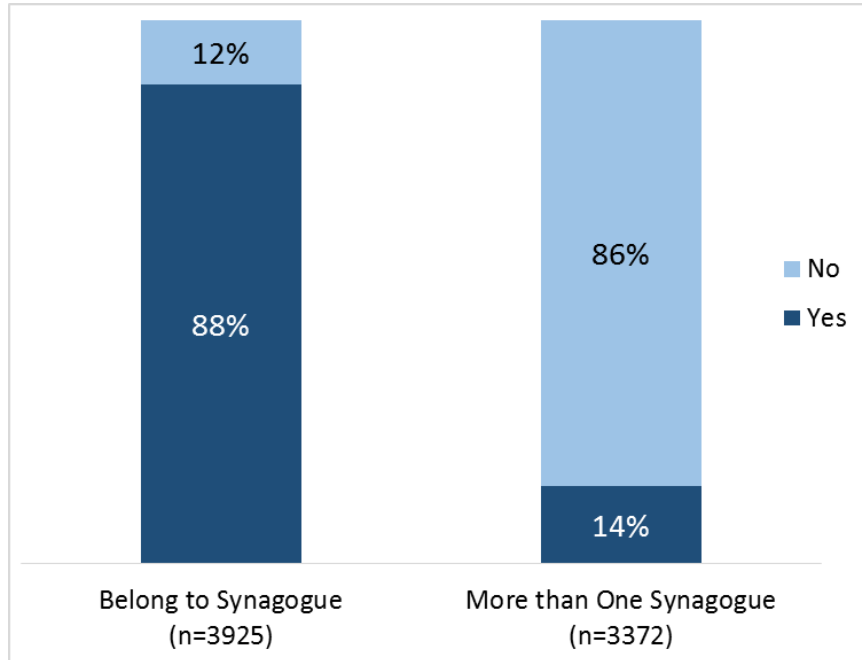
Q18. Do you belong to a synagogue or any other Torah-based religious organization?

Q21. Do you belong to more than one synagogue

Even for the least Jewishly engaged group, over 50% are synagogue members and 80% were members at some point

All

Synagogue Membership by Engagement Level
% Yes, No
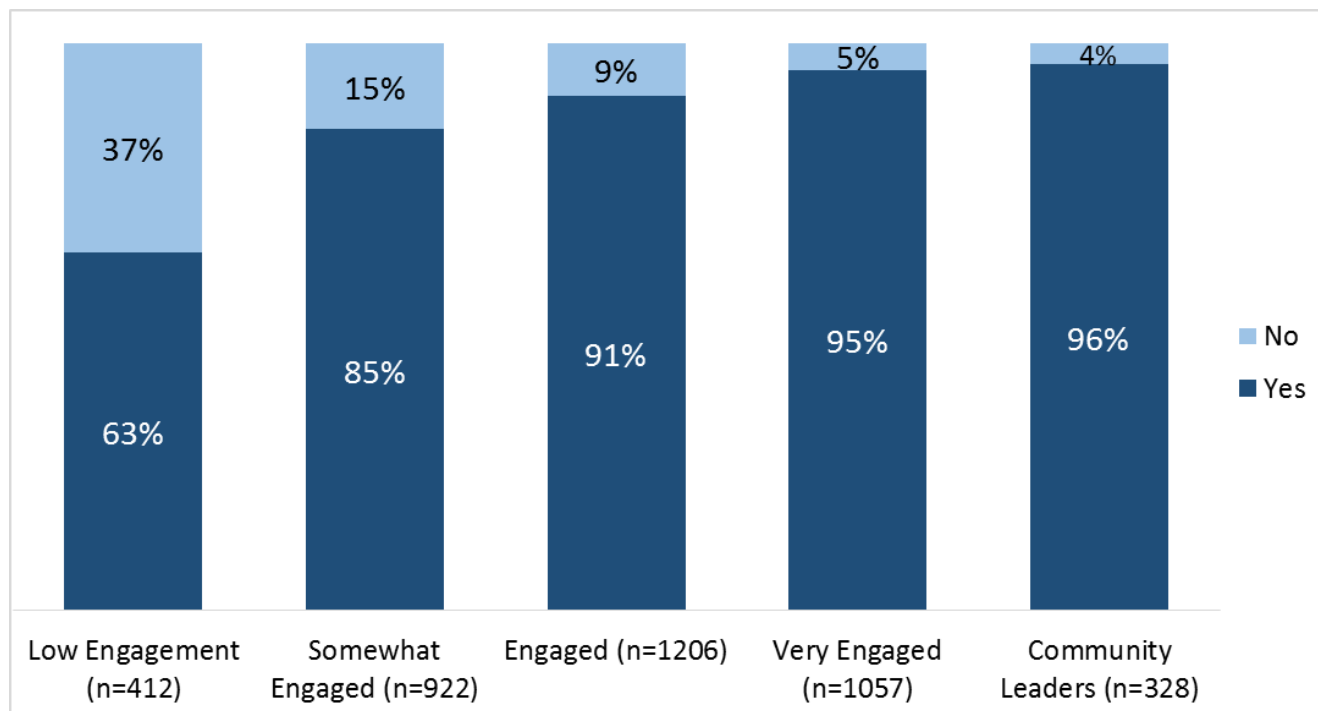
	Low Engagement (n=412)	Somewhat Engaged (n=922)	Engaged (n=1206)	Very Engaged (n=1057)	Community Leaders (n=328)
No	37%	15%	9%	5%	4%
Yes	63%	85%	91%	95%	96%

Q18. Do you belong to a synagogue or any other Torah-based religious organization?

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

The top five motivating factors are equally important for all respondents

All

Motivating Factors for Synagogue Involvement, all respondents

Average (1-5 scale)
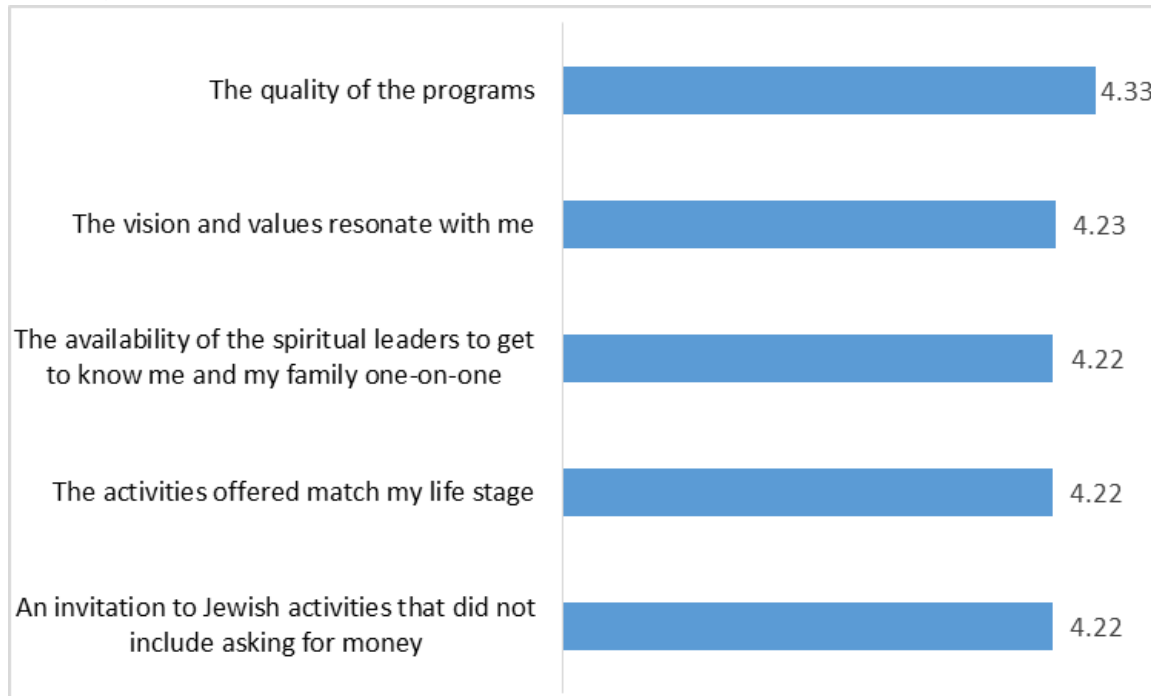
The quality of the programs	4.33
The vision and values resonate with me	4.23
The availability of the spiritual leaders to get to know me and my family one-on-one	4.22
The activities offered match my life stage	4.22
An invitation to Jewish activities that did not include asking for money	4.22

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Q22. The following would motivate me to be involved, or more involved, in a synagogue or other Torah-based religious institution.

Measuring Success

Yet for the lower engaged population, quality of programs and the manner in which they are invited make a difference

All

Synagogue motivating factors for the least Jewishly engaged population
Average (1-5 scale)
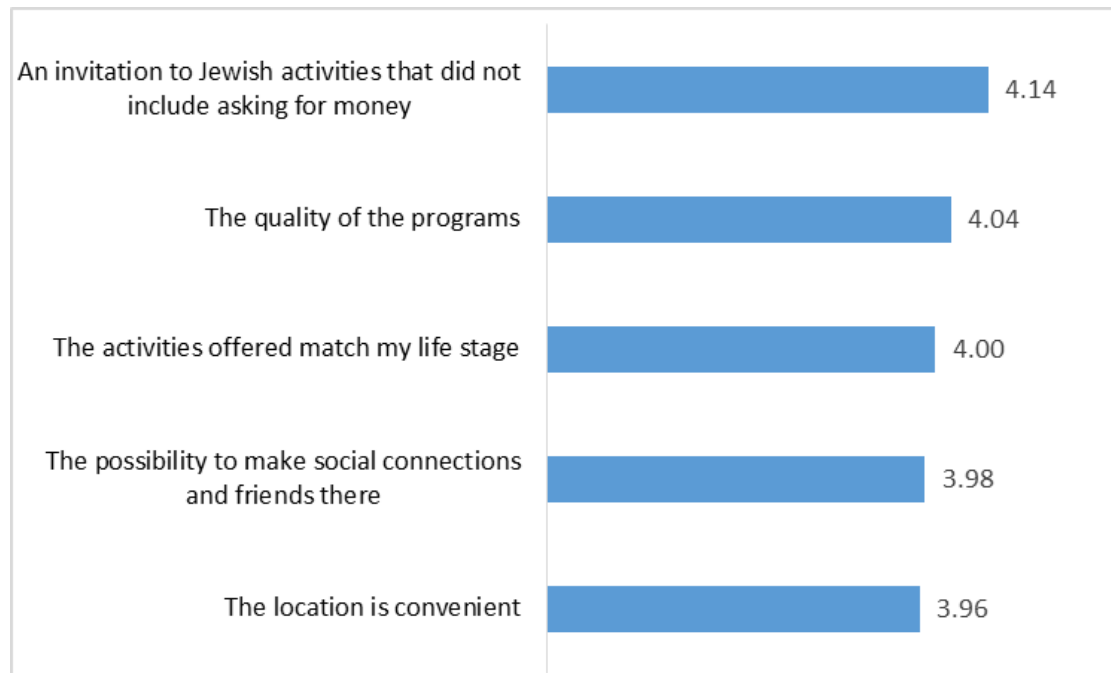
Factor	Score
An invitation to Jewish activities that did not include asking for money	4.14
The quality of the programs	4.04
The activities offered match my life stage	4.00
The possibility to make social connections and friends there	3.98
The location is convenient	3.96

Q22. The following would motivate me to be involved, or more involved, in a synagogue or other Torah-based religious institution.

Findings: Jewish Life and Learning

Sacha Litman, Managing Director

Hannah Feinberg, Director

Executive Summary: Jewish Life and Learning

Jewish camp (69% strongly recommend) and preschool (81%) are strongest

- JDS (55%) and after school (47-55%) are so-so
- Non-users of Jewish camp and after-school think of Jewish equivalent as highly as their own (opportunity?)

Motivating factors consistent across most programs:

- Quality, quality, quality (and preparedness for next step)
- Staff training
- Welcoming and inclusive
- Support desired Jewish development for children

Perceived quality is highest for Jewish schools but non-users do not share that view

Eldest Child 0-18

Likelihood-to-Recommend the Jewish Program, all programs
Average (1-5 scale), Users vs. Non-Users

Legend:
- ■ Enrolled
- ■ Not Enrolled

Jewish Preschool (n=198): 4.8 / 3.8
Jewish Summer Camp (n=692): 4.6 / 3.3
Jewish Community After-School Programming (n=638): 4.4 / 3.7
Jewish Day School (n=787): 4.3 / 3.5
Jewish Hebrew/Sunday School (n=641): 4.3 / 3.6
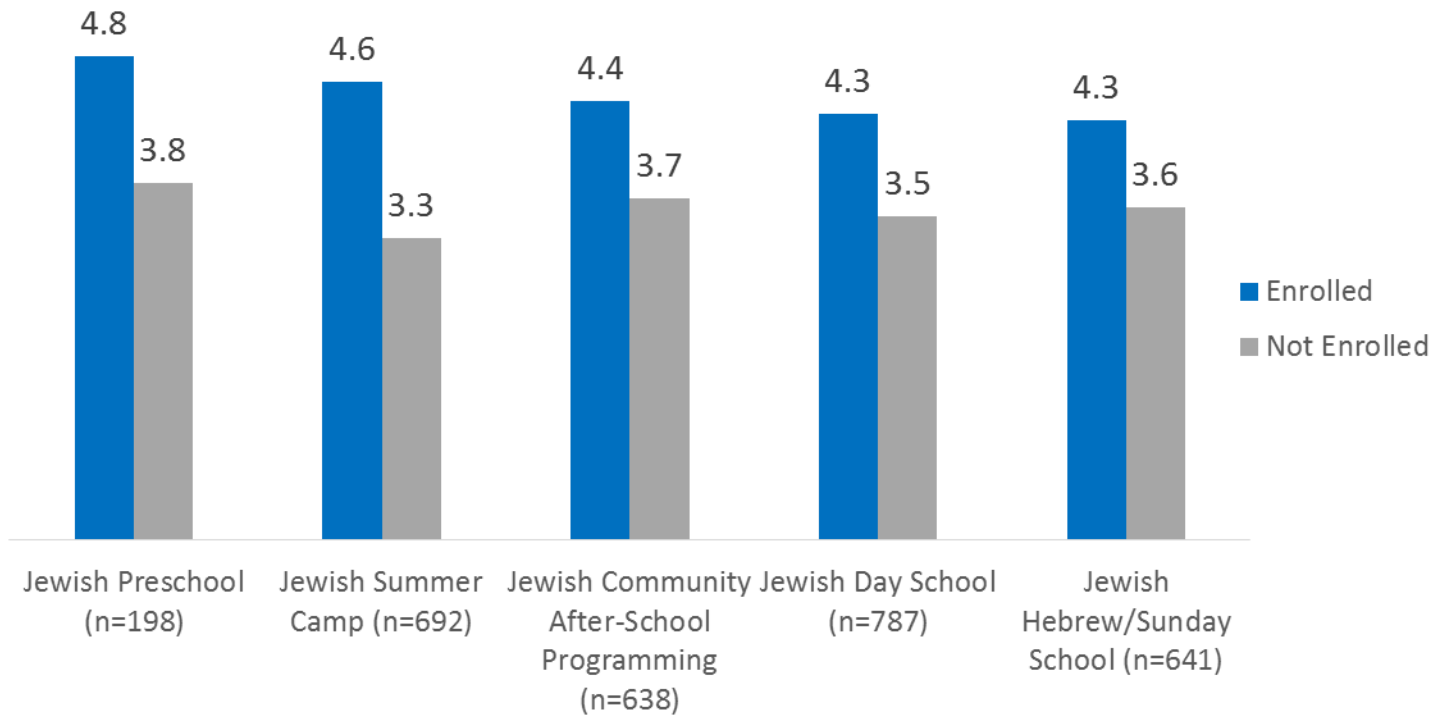
Jewish Summer camps has the second highest perceived quality among users, but the lowest score among non-users

Q. How likely would you be to recommend to a friend the program offered by this type of organization?

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Awareness among non-users was highest for Jewish Day School and lowest for Jewish Summer Camp

Eldest Child 0-18

Awareness of Jewish Programs for Non-Users
% non-users who were aware

Program	%
Jewish Day School (n=308)	84%
Jewish Hebrew/Sunday School Programming (n=238)	83%
Jewish Preschool (n=53)	83%
Jewish Community After-School Programming (n=261)	80%
Jewish Summer Camp (n=107)	75%
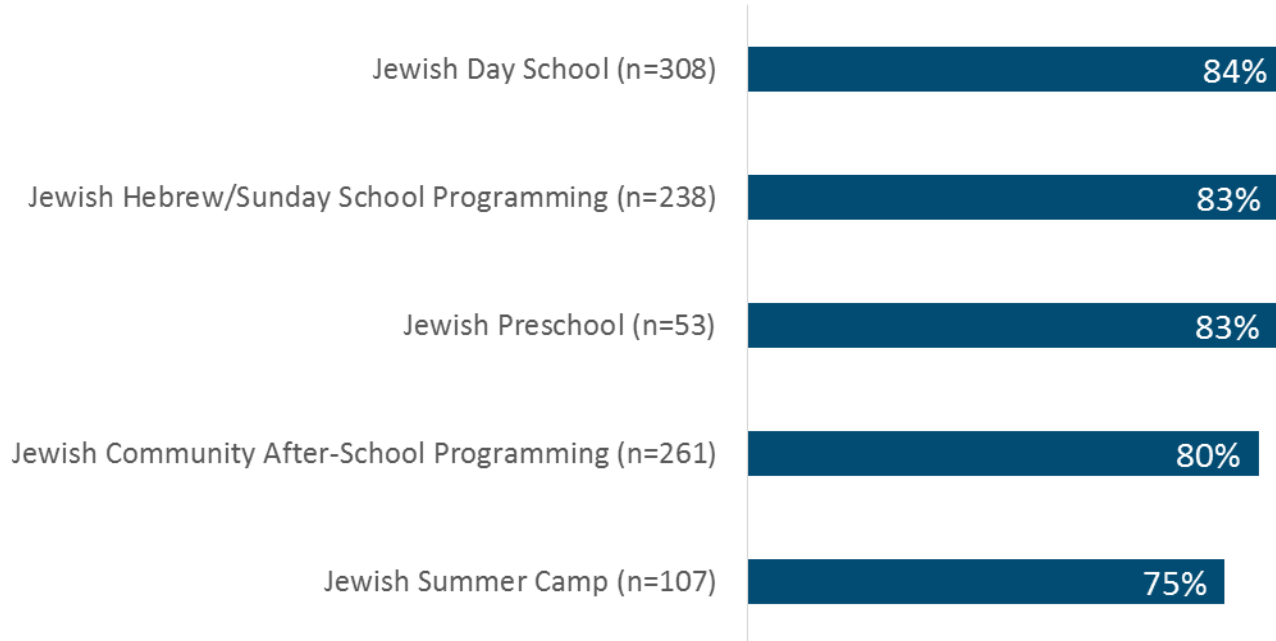
Q100. To your knowledge, are the following programs offered in your area?

Findings: Jewish Pre-Schools

Sacha Litman, Managing Director

Hannah Feinberg, Director

Preschool parents of those who use the Jewish pre-schools by in large are more engaged than those that do not

Eldest Child 0-5

Engagement of Users and Non Users – Preschool
Distribution of Responses

Legend:
- ■ Low Engagement
- ■ Somewhat Engaged
- ■ Engaged
- ■ Very Engaged
- ■ Community Leaders

Jewish Preschool (n=152):
- 2%
- 20%
- 34%
- 31%
- 14%

Private, Non-Jewish Preschool (n=39):
- 10%
- 28%
- 33%
- 23%
- 5%
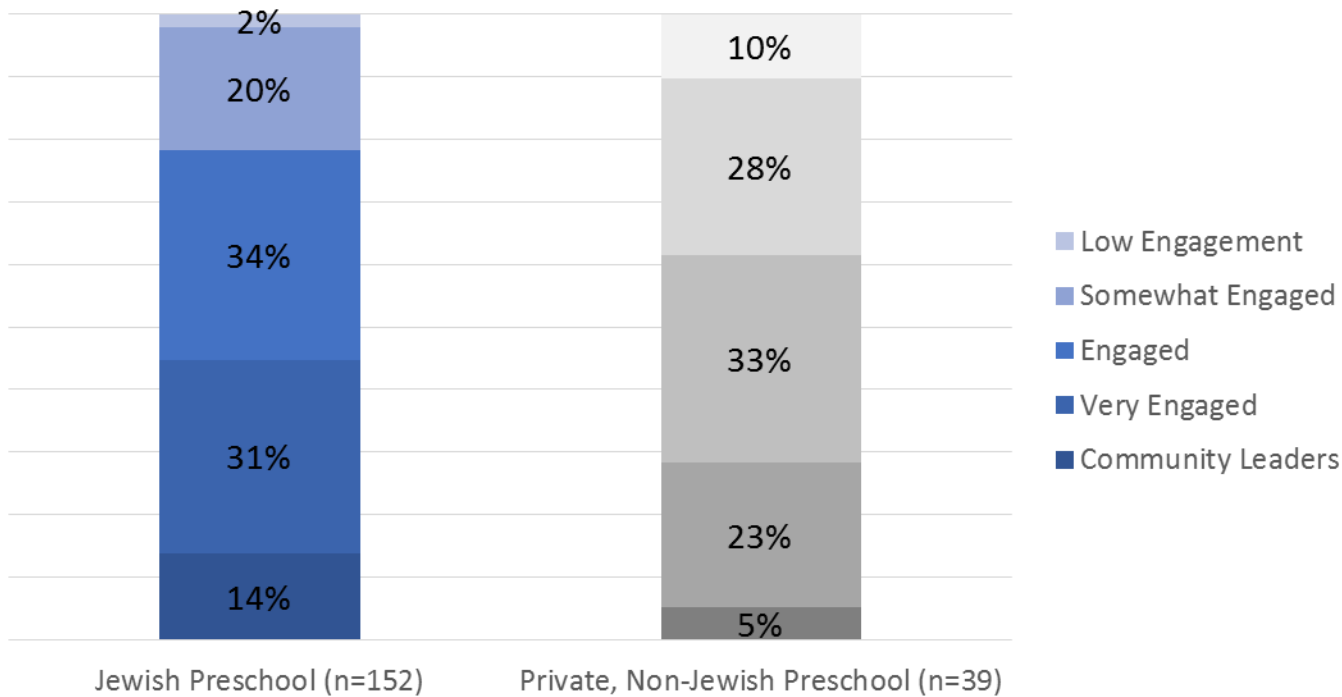
Q101. Have you ever enrolled your child(ren) in this type of preschool/early childhood educational program?

Parents at Jewish pre-schools have higher regard for their own school than those who use private pre-schools

Users' Likelihood-to-Recommend Their Own Pre-school
Average, % distribution of response

4.8

4.3

Jewish Preschool:
- 1%
- 1%
- 2%
- 16%
- 81%

Private, Non-Jewish Preschool:
- 0%
- 3%
- 13%
- 36%
- 49%

Legend:
- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

Jewish Preschool (n=150)

Private, Non-Jewish Preschool (n=39)
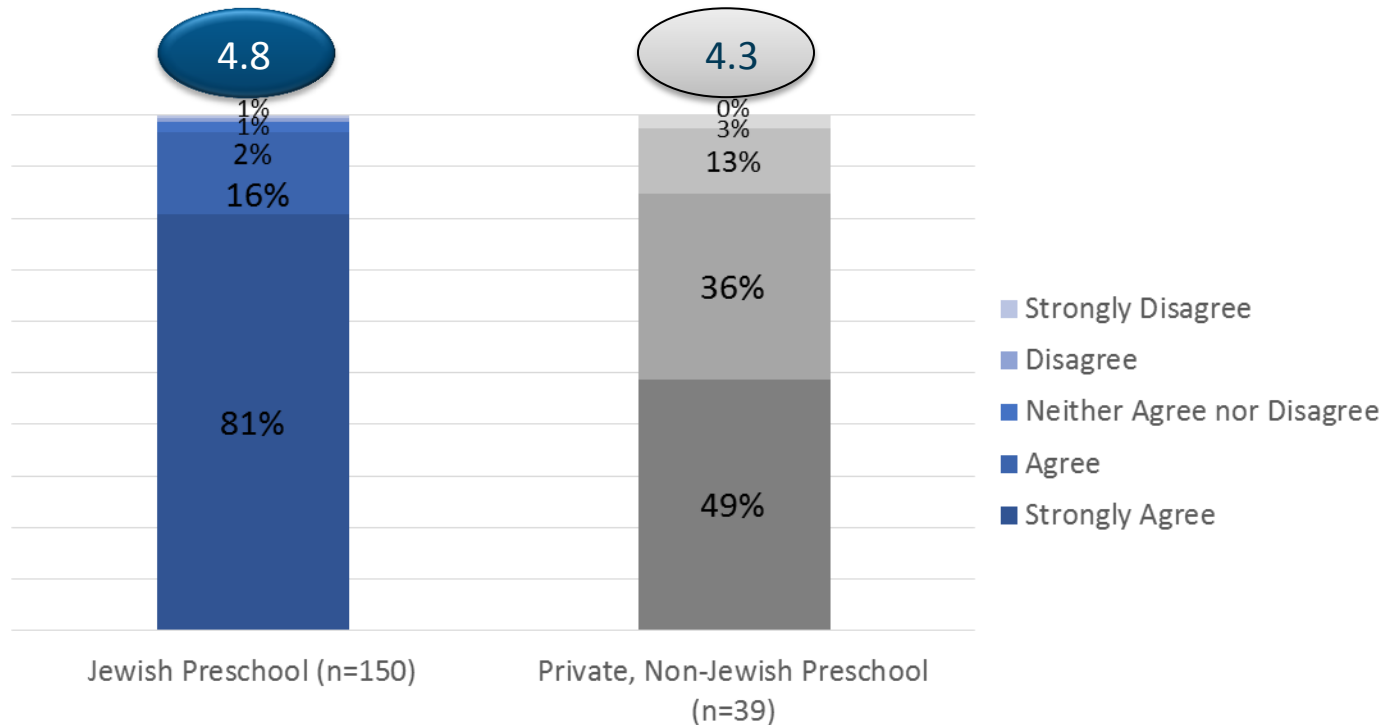
81% of Jewish Pre-School Parents strongly agreeing is an extraordinarily high figure

Q102. How likely would you be to recommend to a friend the program offered by this type of organization?

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Parents in Non-Jewish pre-schools perceive Jewish pre-school quality as lower than their own school

Jewish Non-Users' Likelihood-to-Recommend Jewish Pre-School
Average, % strongly agree to strongly disagree

4.8

4.1

Jewish Preschool (n=150)

Private, Non-Jewish Preschool (n=38)

- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

Jewish Preschool: 1%, 2%, 16%, 81%
Private, Non-Jewish Preschool: 0%, 5%, 18%, 42%, 34%
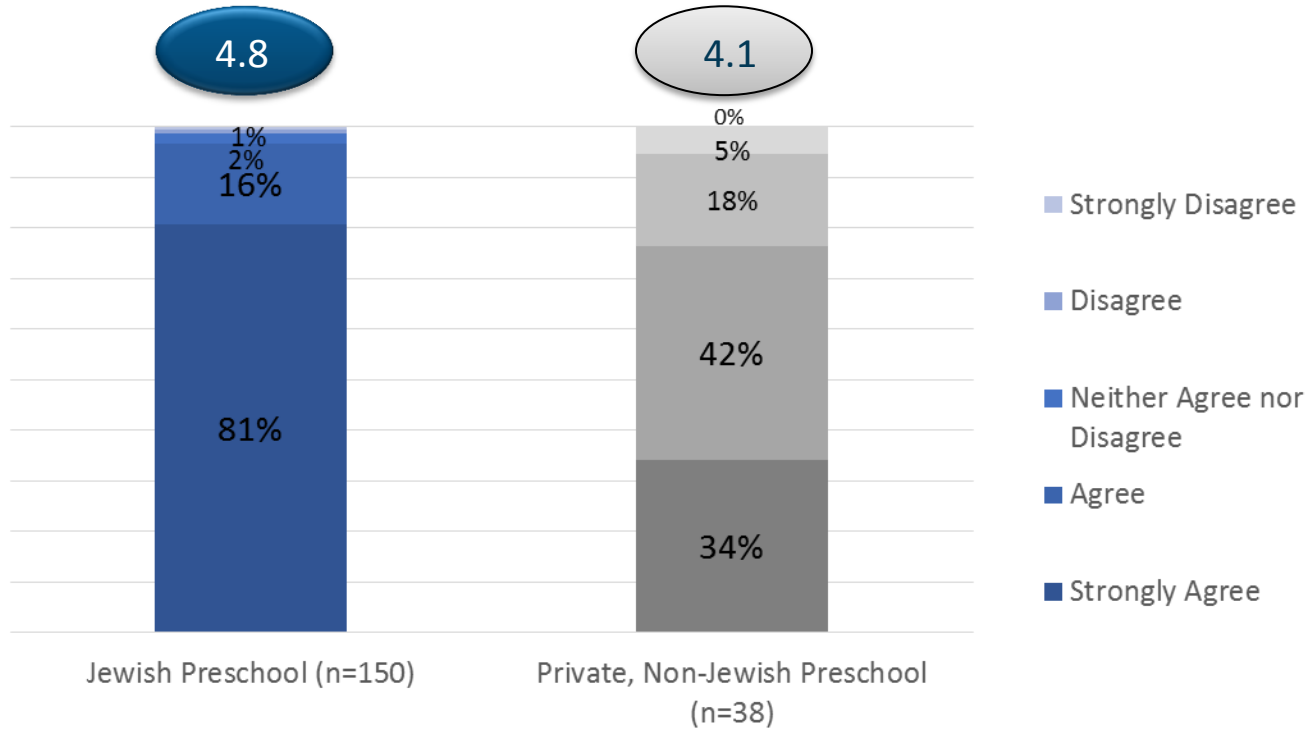
You have a great product in Jewish Pre-School, and parents outside of the Jewish Pre-Schools don't know it.

Q102. How likely would you be to recommend to a friend the program offered by this type of organization?

Quality, preparation, welcoming, and communication are the key motivators for Jewish pre-school

Eldest Child 0-5

Motivation to Send Child to Jewish Pre-school, All Respondents
Average (1-5 scale)

Category	Average
High Quality (n=180)	4.7
Well-Prepared (n=182)	4.7
Welcoming/Inclusive (n=191)	4.7
Excellent Communication (n=185)	4.7
Supports Jewish Development (n=191)	4.6
Full Day Child Care (n=191)	4.2
Lower Tuition/Tuition Assistance (n=191)	4.1
Friends' Children Enrolled (n=160)	4.1
Family Programs Offered (n=183)	4.0
Extended Child Care (n=191)	4.0
Special Needs (n=179)	3.5
Greater Awareness (n=163)	3.3
Understood Reasons (n=145)	3.2

Welcoming families who are less engaged is an **opportunity** to bring them in at the beginning of a child's life.

Q103. "I was, or would be, motivated to enroll my child(ren) in a Jewish Preschool if…"

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

While these top factors equally motivate parents already enrolled, welcoming and inclusiveness is the most important quality for those not enrolled

Motivating Factors by Users' Program
Average (1-5 scale)

Factor	Enrolled Non-Jewish Private Preschool (n=152)	Enrolled Jewish Preschool (n=39)
Welcoming/Inclusive	4.8	4.8
Well-Prepared	4.6	4.8
High Quality	4.6	4.8
Supports Jewish Development	4.6	4.7
Excellent Communication	4.5	4.8

■ Enrolled Non-Jewish Private Preschool (n=152)   ■ Enrolled Jewish Preschool (n=39)

Q103. "I was, or would be, motivated to enroll my child(ren) in a Jewish Preschool if…"

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Strong inverse correlation – the less they are engaged, the more they are motivated by a welcoming community

Welcoming Community by engagement to use Jewish Pre-School
Average, % Distribution

	4.9	4.7	4.7	4.6	4.4
Strongly Disagree	0%	0%	1%	2%	0%
Disagree			0%	0%	4%
Neither Agree nor Disagree	10%	5%	4%	5%	8%
Agree		20%	20%	21%	35%
Strongly Agree	90%	75%	75%	72%	54%

Low Engagement (n=10) | Somewhat Engaged (n=44) | Engaged (n=71) | Very Engaged (n=61) | Community Leaders (n=26)
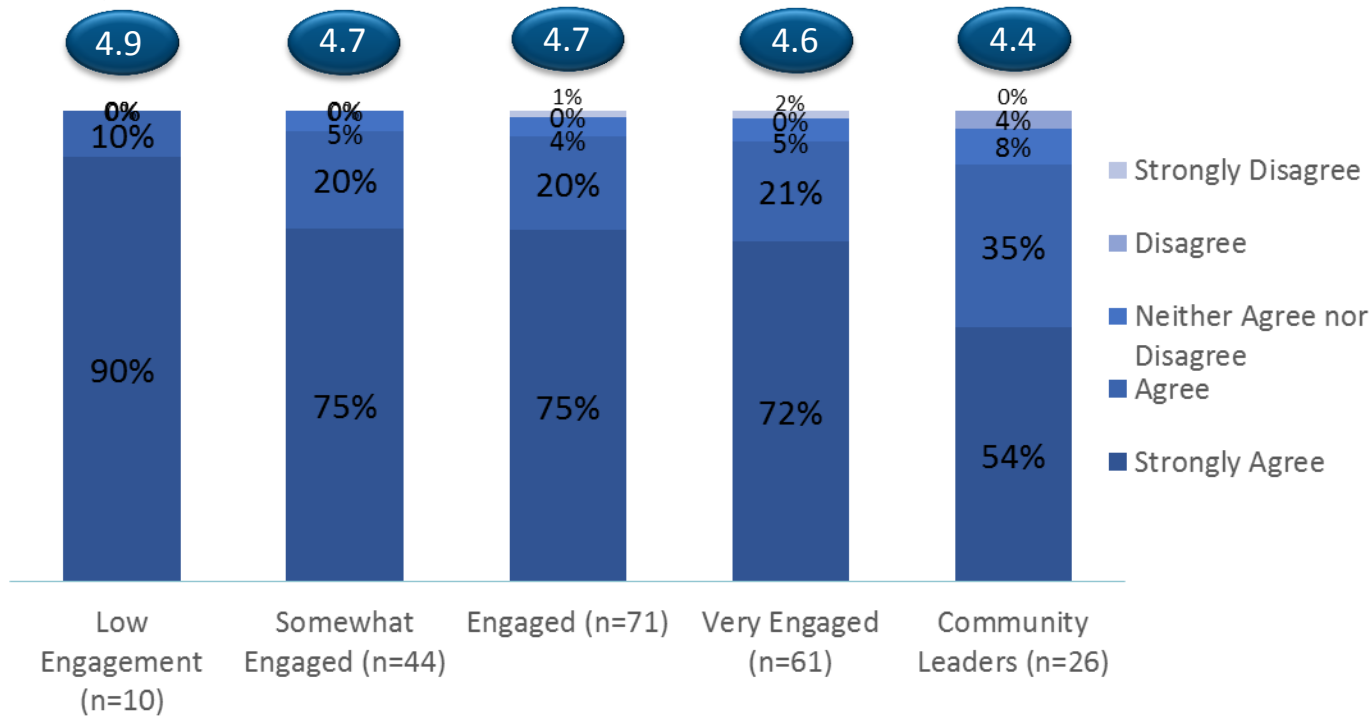
Though it is not a highly ranked factor, there were similar results for awareness of options available to me

Q103. "I was, or would be, motivated to enroll my child(ren) in a Jewish Preschool if..."
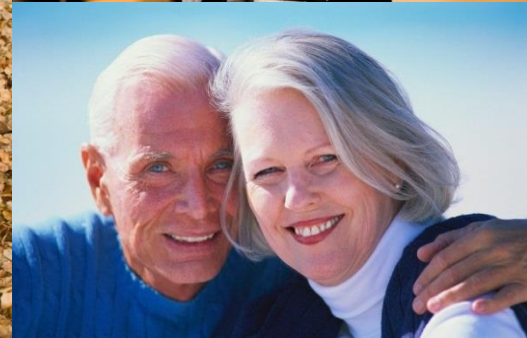
DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Findings: Primary School

Sacha Litman, Managing Director

Hannah Feinberg, Director

25% of attendees of Jewish Day Schools are minimally involved in the Jewish community otherwise

Engagement of Jewish Users and Non-Users – Primary School
Distribution of Responses

Jewish Day School (n=527)
- 5%
- 19%
- 27%
- 30%
- 20%

Private, Non-Jewish School (n=268)
- 6%
- 25%
- 31%
- 31%
- 7%

Public School (n=488)
- 9%
- 26%
- 34%
- 25%
- 6%

Legend:
- Low Engagement
- Somewhat Engaged
- Engaged
- Very Engaged
- Community Leaders
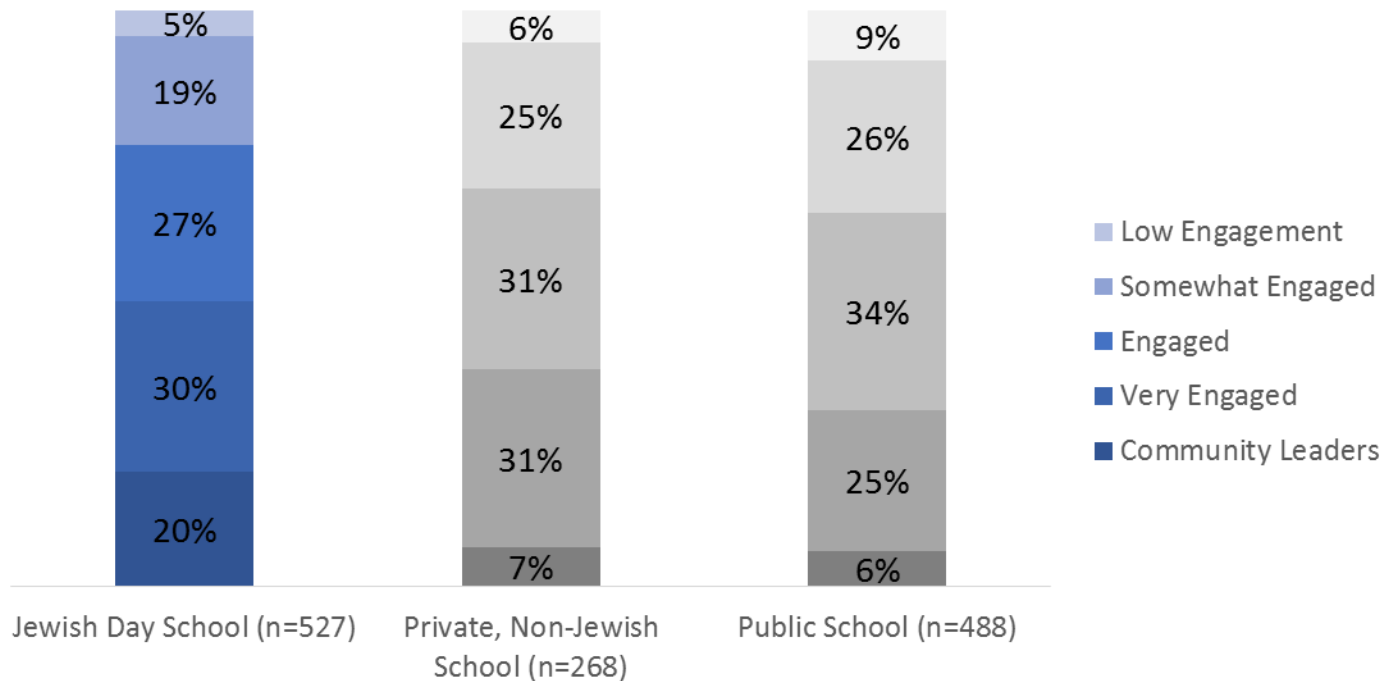
Engagement levels of those not sending their children to public and private schools are about the same

Q105. Have you ever enrolled your child(ren) in this type of educational program

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Perceived quality for those who send their children to Jewish Day School is about the same as those that send to other private schools

Eldest Child 6-18

Jewish Users' Likelihood-to-Recommend Their Own Primary School
Average, % distribution of response

Jewish Day School (n=516): 4.3 — 2%, 4%, 9%, 30%, 55%

Private Schools (n=263): 4.4 — 2%, 1%, 10%, 30%, 58%

Public School (n=479): 4.1 — 3%, 4%, 12%, 48%, 34%

Legend:
- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree
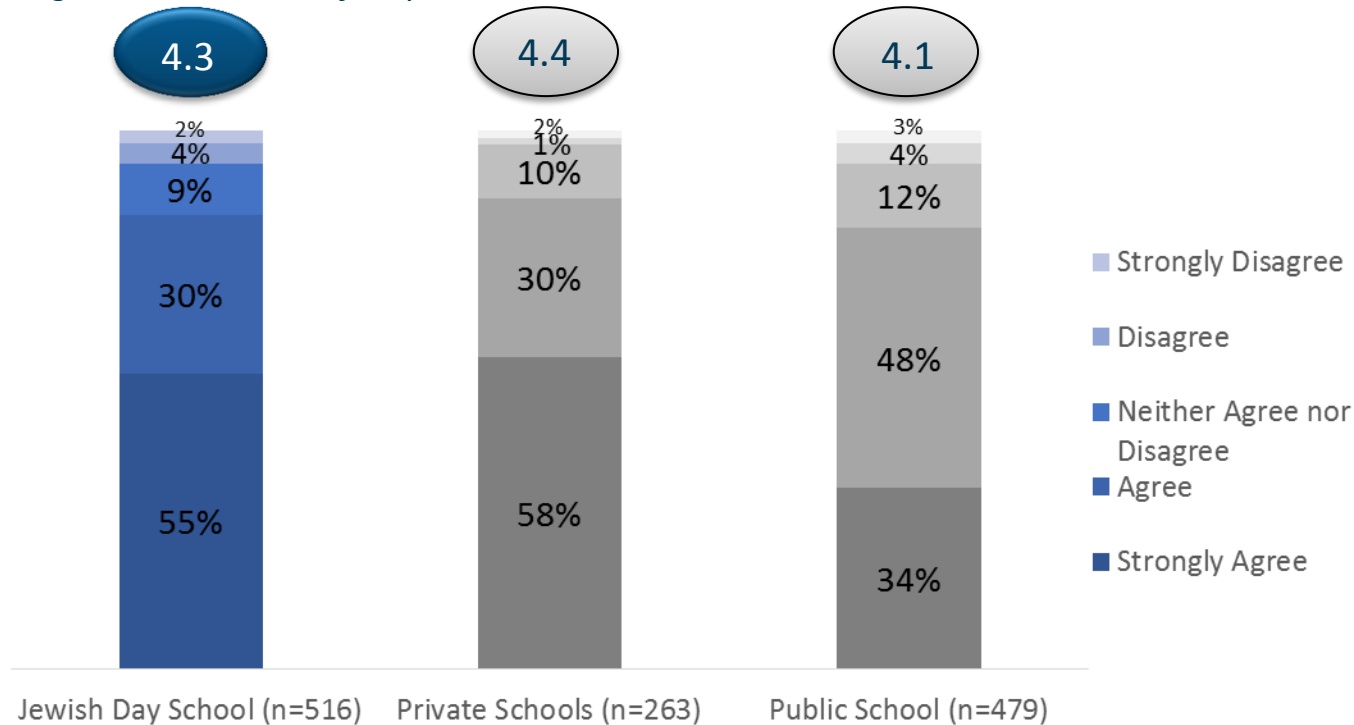
Q106. I would recommend this type of school to a friend

Those who send their children to private and public school are not likely to send their children to Jewish Day School

Eldest Child 6-18

Jewish Non-Users' Likelihood-to-Recommend Jewish Day School
Average, % strongly agree to strongly disagree

	4.3	4.0	3.7
Strongly Disagree	2%	2%	4%
Disagree	4%	5%	6%
Neither Agree nor Disagree	9%	20%	32%
Agree	30%	38%	37%
Strongly Agree	55%	34%	22%

Jewish Day School (n=516) Private Schools (n=254) Public School (n=441)
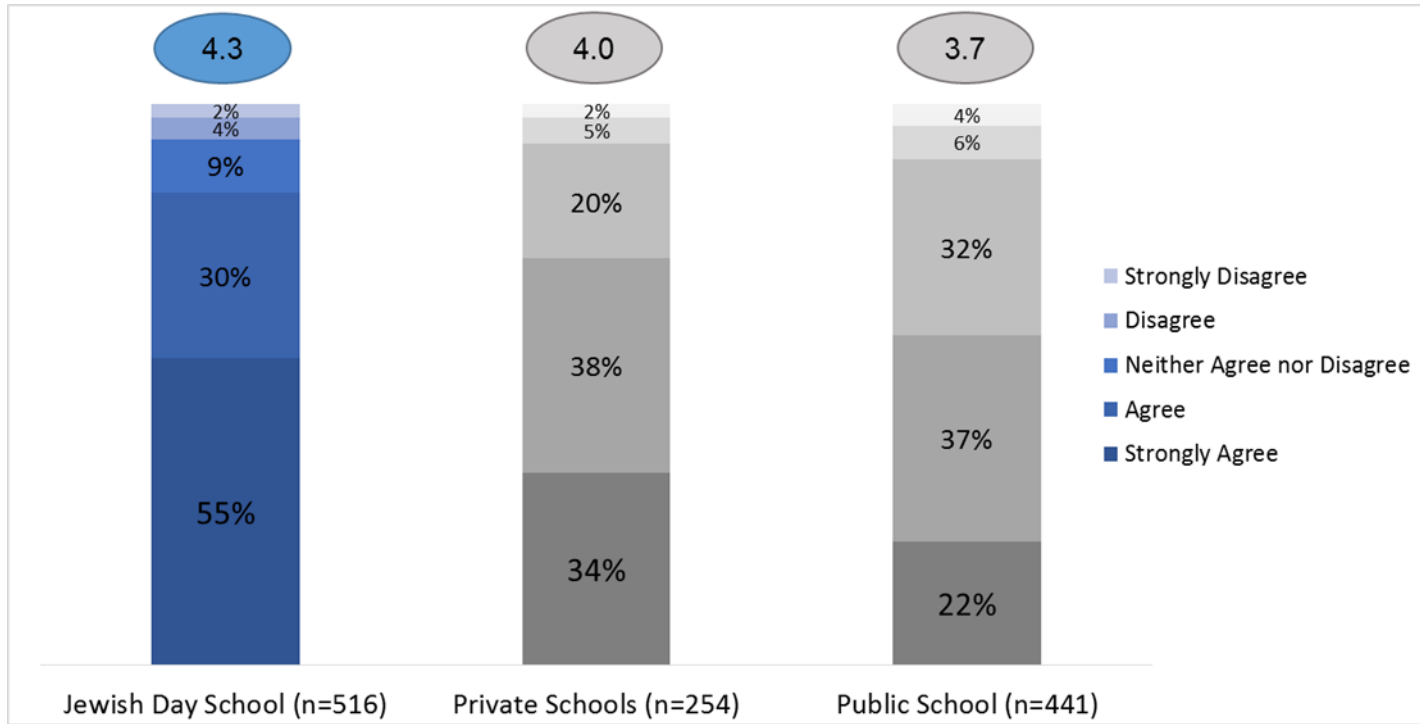
The data suggest that it was a conscious decision not to send their children to day school

Q106 I would recommend this type of school to a friend

Being well prepared and welcoming were the two highest motivators to send a child to Jewish Day School

Eldest Child 6-18

Motivation to Send a Child to Jewish Day School, all respondents
Average (1-5 scale)

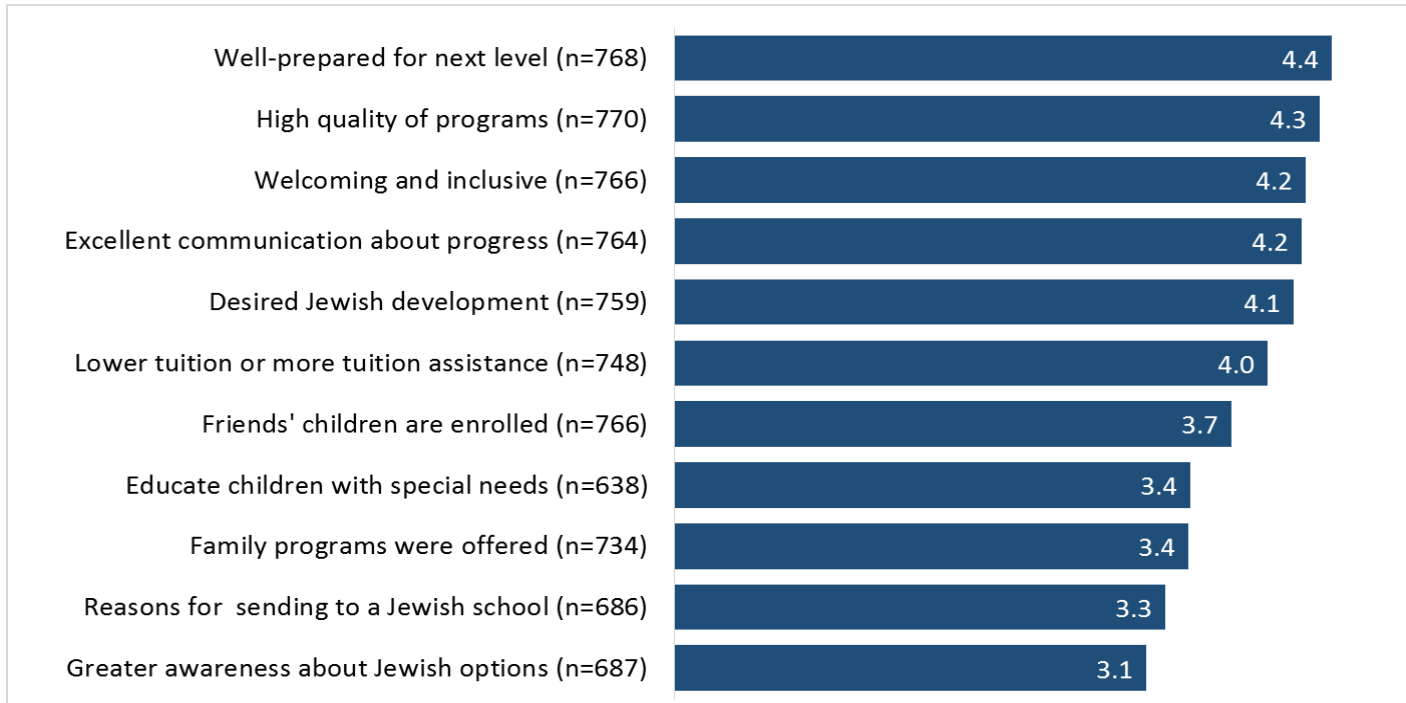| Motivation	Average
Well-prepared for next level (n=768)	4.4
High quality of programs (n=770)	4.3
Welcoming and inclusive (n=766)	4.2
Excellent communication about progress (n=764)	4.2
Desired Jewish development (n=759)	4.1
Lower tuition or more tuition assistance (n=748)	4.0
Friends' children are enrolled (n=766)	3.7
Educate children with special needs (n=638)	3.4
Family programs were offered (n=734)	3.4
Reasons for sending to a Jewish school (n=686)	3.3
Greater awareness about Jewish options (n=687)	3.1

Q107. "I was, or would be, motivated to enroll my child(ren) in Jewish Day School if…

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success
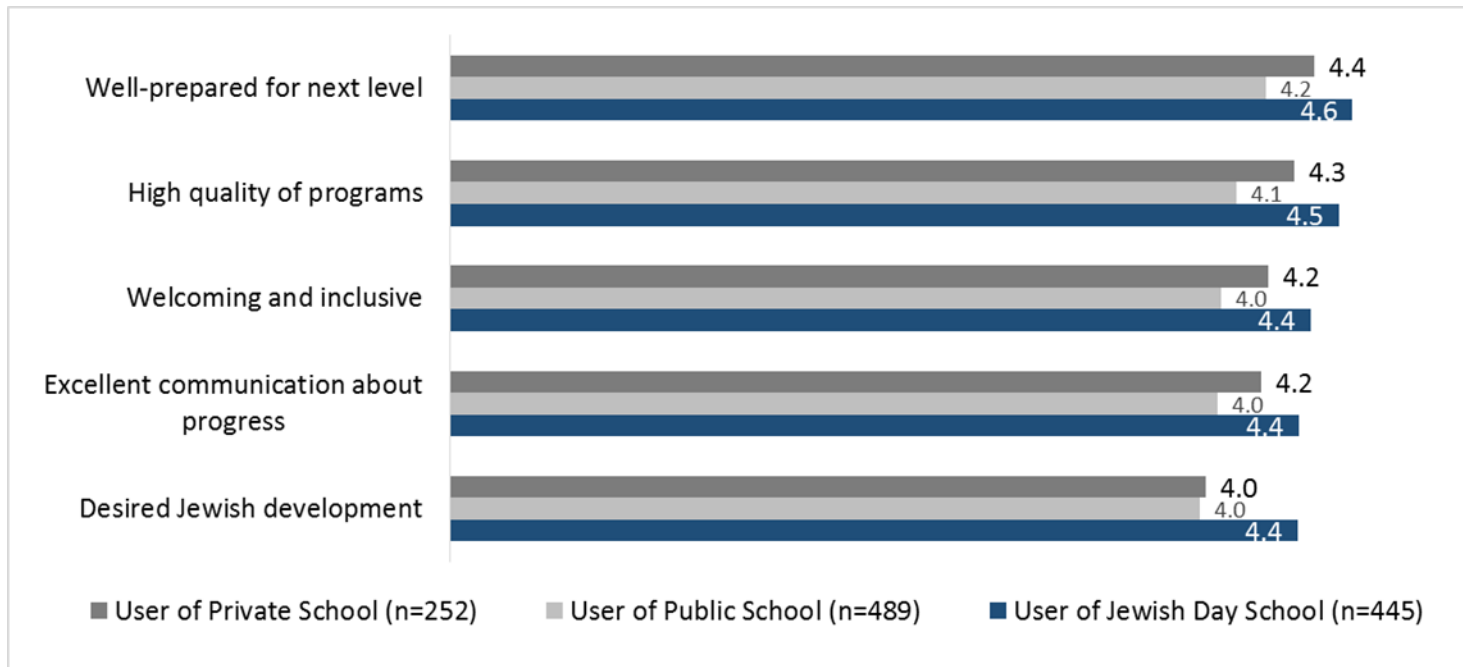
Motivating factors are in the same order regardless of what school parents send their kids to

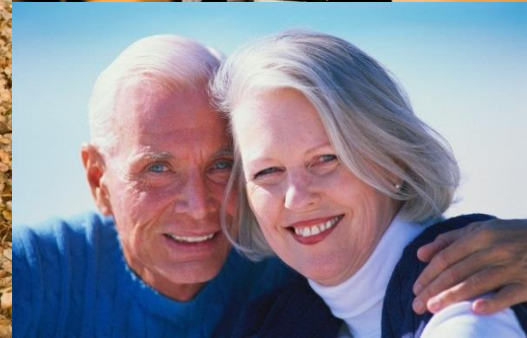## Motivating Factors by Users' Program

Average (1-5 scale)

Those who send their children elsewhere don't find the programs to be of high quality and don't feel comfortable in the environment

Q107. "I was, or would be, motivated to enroll my child(ren) in Jewish Day School if…

Findings: Summer Camps

Sacha Litman, Managing Director

Hannah Feinberg, Director

You have an opportunity to reach out to those who don't use the summer camps – engagement is not a factor in how you choose a summer camp

Engagement of Users and Non-Users – Summer Camp
Distribution of Responses

Legend:
- Low Engagement
- Somewhat Engaged
- Engaged
- Very Engaged
- Community Leaders

Jewish summer camp (n=640):
- 5%
- 18%
- 31%
- 32%
- 14%

Private (non-Jewish) Summer Camp (n=485):
- 7%
- 21%
- 35%
- 28%
- 9%

Community sponsored summer programs (n=285):
- 7%
- 21%
- 32%
- 31%
- 8%
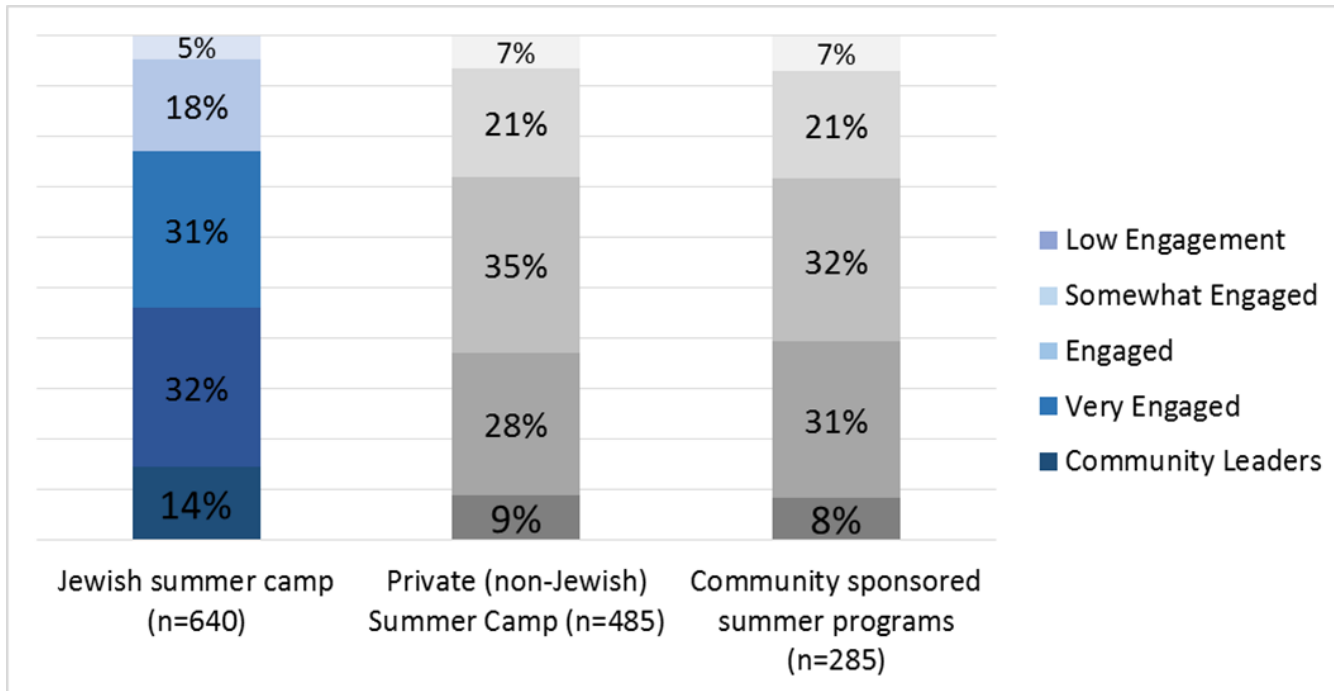
Q113. Have you ever enrolled your child(ren) in this type of summer program?

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Those who send their children to Jewish Summer Camps are happy with them at a greater level than other camps

Eldest Child 6-18

Users' Likelihood-to-Recommend Their Own Summer Camp

Average, % distribution of response

	Jewish Summer Camp (n=610)	Private (non-Jewish) Summer Camp (n=466)	Community Sponsored Summer Programs (n=278)
Average	4.6	4.2	4.0
Strongly Disagree	1%	1%	2%
Disagree	1%	2%	3%
Neither Agree nor Disagree	8%	17%	22%
Agree	21%	32%	36%
Strongly Agree	69%	48%	37%
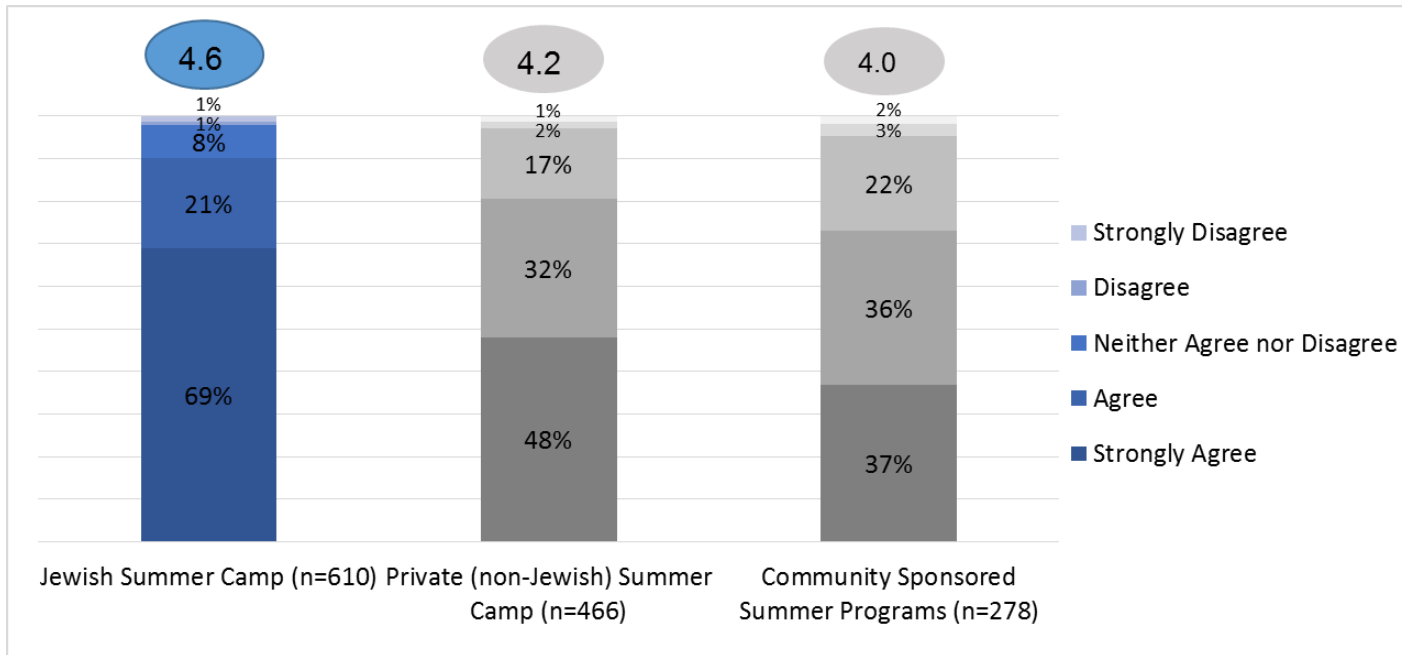
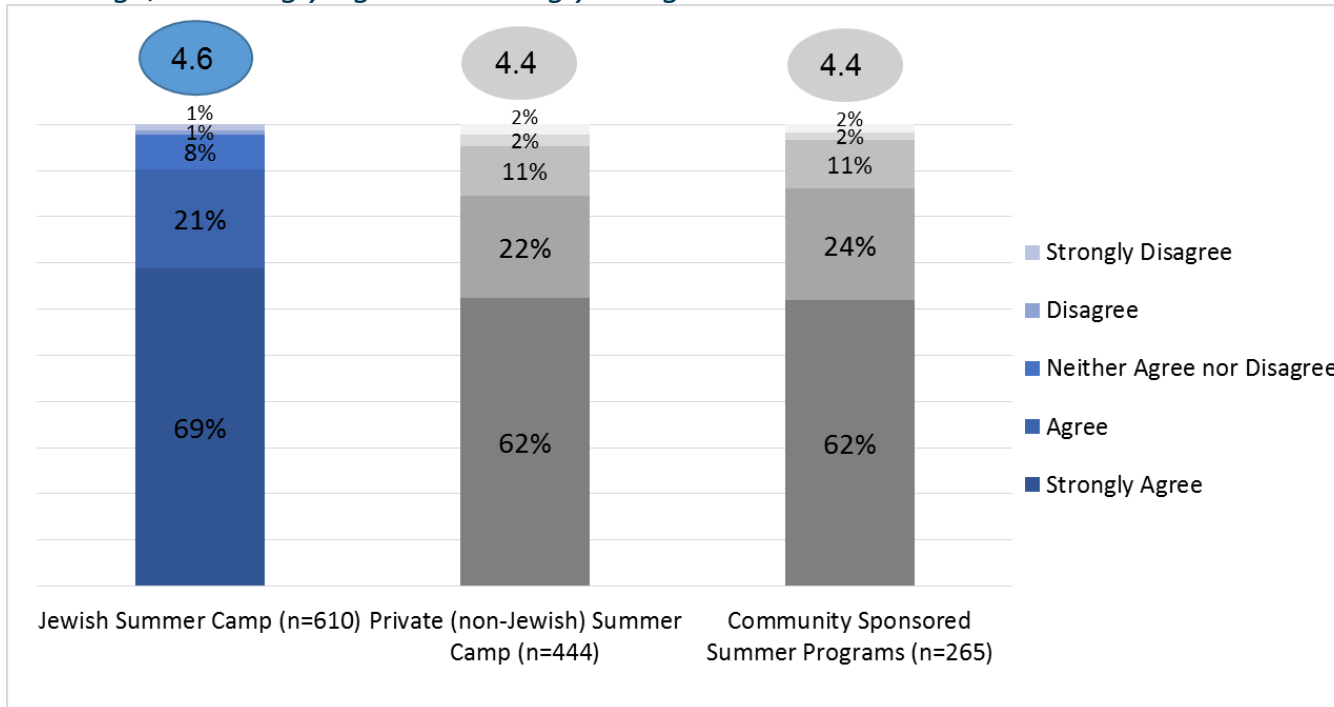*Q114. How likely would you be to recommend the program offered by this type of organization?*

Those who don't send their children to Jewish summer camps also have high regard for them

Eldest Child 6-18

Non-Users' Likelihood-to-Recommend Jewish Summer Camp

Average, % strongly agree to strongly disagree

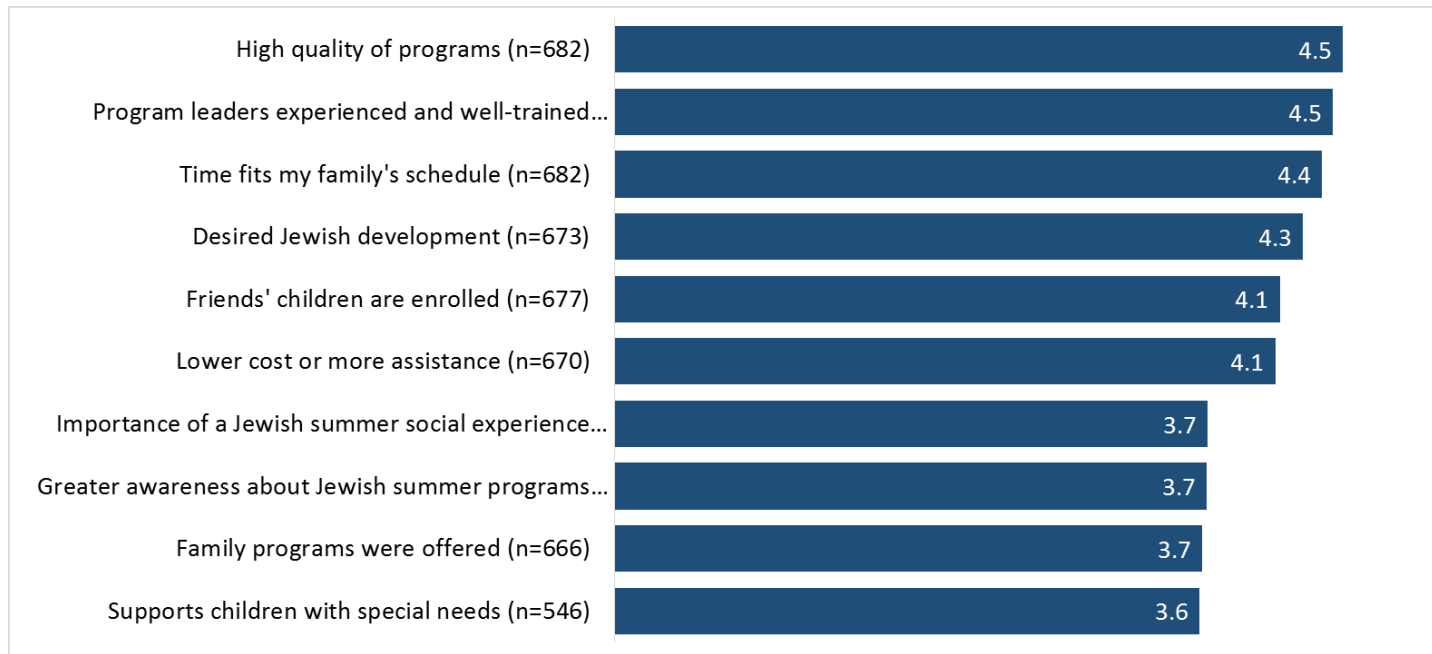|	Jewish Summer Camp (n=610)	Private (non-Jewish) Summer Camp (n=444)	Community Sponsored Summer Programs (n=265)
Average	4.6	4.4	4.4
Strongly Disagree	1%	2%	2%
Disagree	1%	2%	2%
Neither Agree nor Disagree	8%	11%	11%
Agree	21%	22%	24%
Strongly Agree	69%	62%	62%

Q114. How likely would you be to recommend the program offered by this type of organization?

Jewish summer camps have a broad appeal within the community both because of the perceived quality and because they provide the desired Jewish development

Motivation to Send a Child to Jewish Summer Camp, all respondents
Average (1-5 scale)

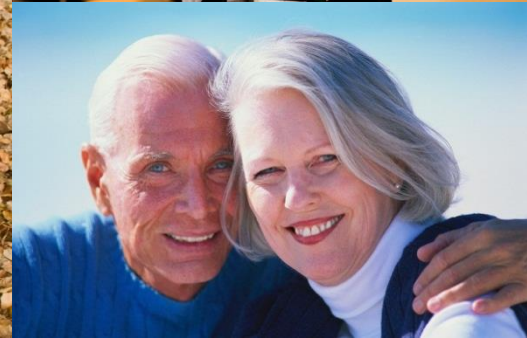| Category	Score
High quality of programs (n=682)	4.5
Program leaders experienced and well-trained...	4.5
Time fits my family's schedule (n=682)	4.4
Desired Jewish development (n=673)	4.3
Friends' children are enrolled (n=677)	4.1
Lower cost or more assistance (n=670)	4.1
Importance of a Jewish summer social experience...	3.7
Greater awareness about Jewish summer programs...	3.7
Family programs were offered (n=666)	3.7
Supports children with special needs (n=546)	3.6

Q115. I would be motivated to use the Jewish community's summer programs if…

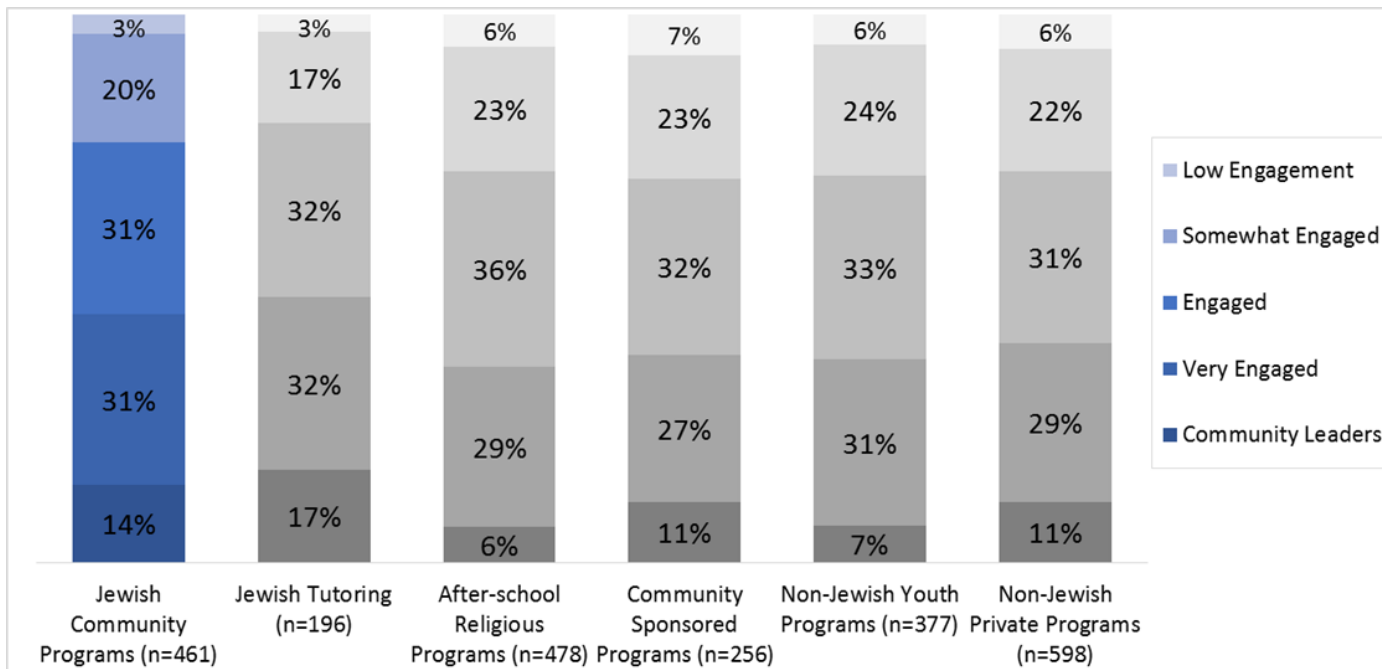# Findings: After-School Programs

Sacha Litman, Managing Director

Hannah Feinberg, Director

Except for Jewish tutoring, engagement does not seem to have significant impact on the programs people pick

Eldest Child 6-18

Engagement of Users and Non-Users – After-School Programs
Distribution of Responses

	Jewish Community Programs (n=461)	Jewish Tutoring (n=196)	After-school Religious Programs (n=478)	Community Sponsored Programs (n=256)	Non-Jewish Youth Programs (n=377)	Non-Jewish Private Programs (n=598)
Low Engagement	3%	3%	6%	7%	6%	6%
Somewhat Engaged	20%	17%	23%	23%	24%	22%
Engaged	31%	32%	36%	32%	33%	31%
Very Engaged	31%	32%	29%	27%	31%	29%
Community Leaders	14%	17%	6%	11%	7%	11%

Jewish tutoring, which is more academically focused, has a higher percentage of community leaders than other activities.

Q109. Have you enrolled your child(ren) in this type of after-school program?

DALLAS JEWISH COMMUNITY SCAN
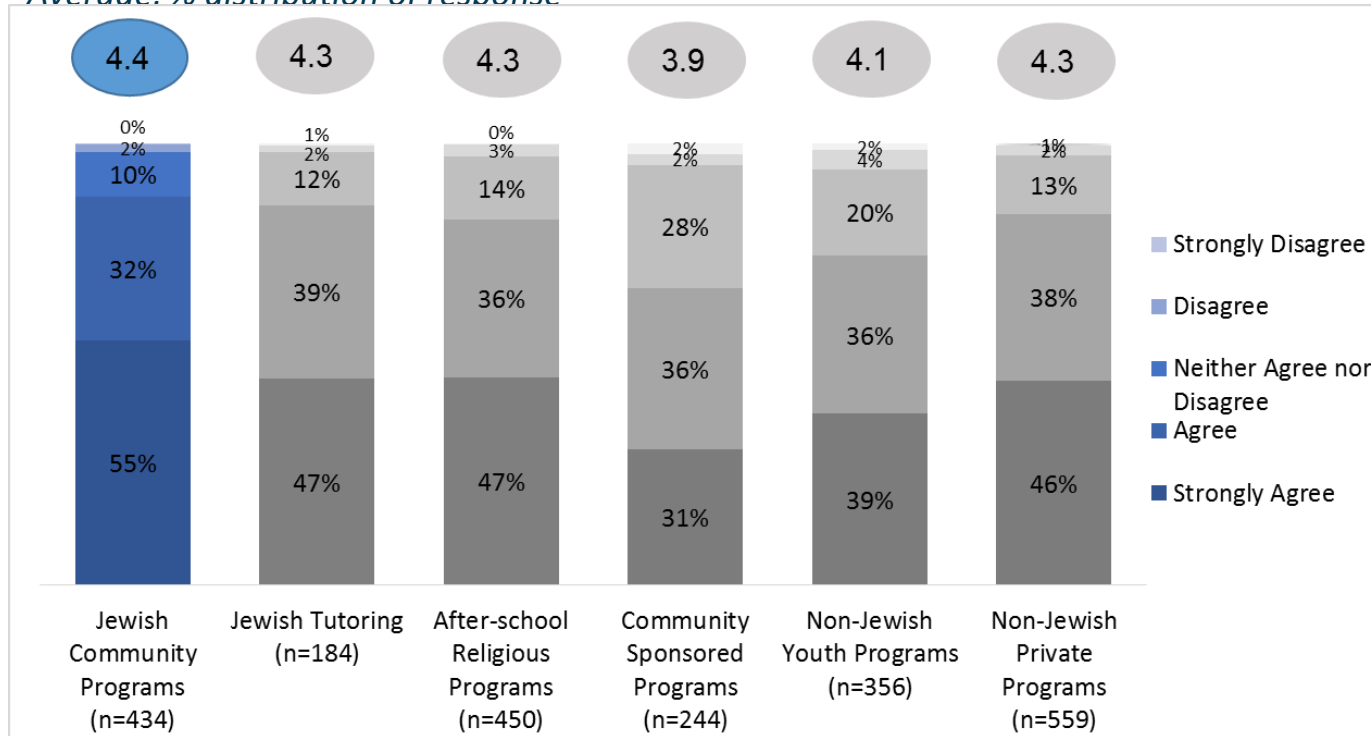*A Connected Community. Stronger Together.*

Measuring Success

Those who utilize after-school programs recommend the Jewish community programs the most

Eldest Child 6-18

Users' Likelihood-to-Recommend Their Own After-School Program
Average, % distribution of response

	Jewish Community Programs (n=434)	Jewish Tutoring (n=184)	After-school Religious Programs (n=450)	Community Sponsored Programs (n=244)	Non-Jewish Youth Programs (n=356)	Non-Jewish Private Programs (n=559)
Average	4.4	4.3	4.3	3.9	4.1	4.3
Strongly Disagree	0%	1%	0%	2%	2%	1%
Disagree	2%	2%	3%	2%	4%	1%
Neither Agree nor Disagree	10%	12%	14%	28%	20%	13%
Agree	32%	39%	36%	36%	36%	38%
Strongly Agree	55%	47%	47%	31%	39%	46%

Q110. How likely would you be to recommend to a friend the program offered by this type of organization?
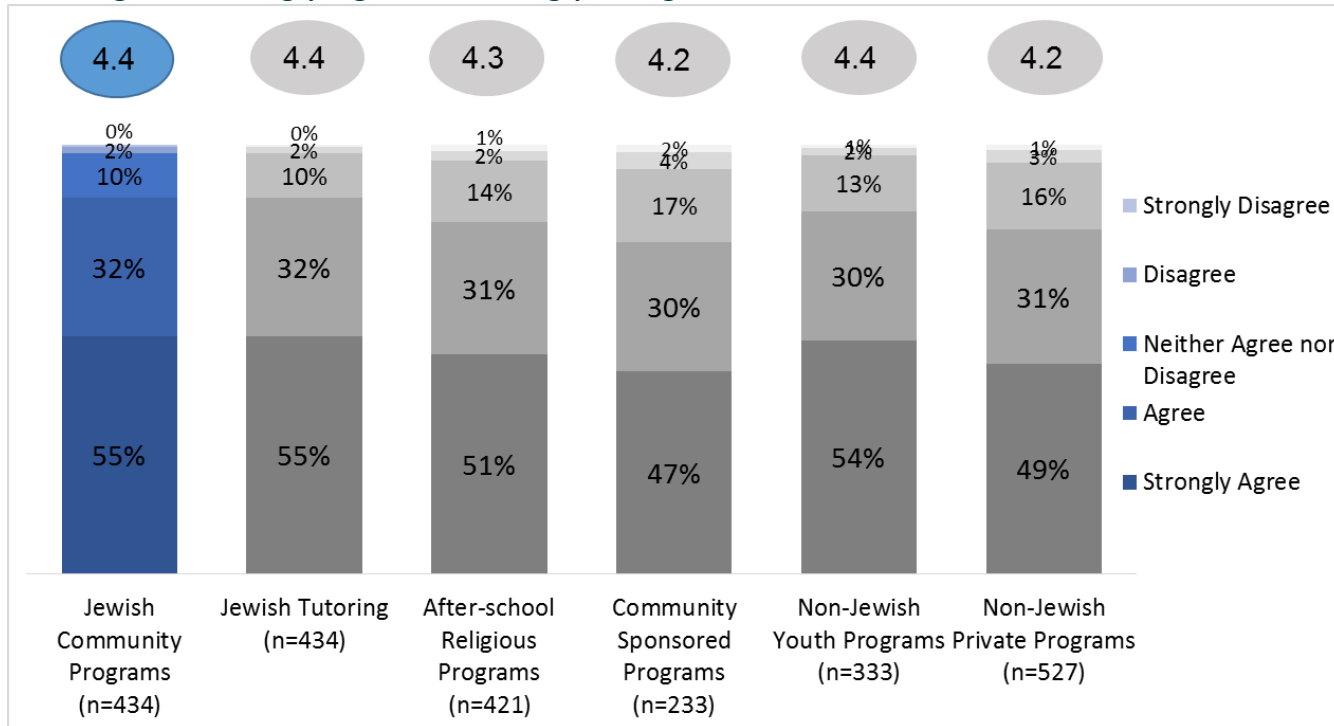
And those who use other programs also have high regard for Jewish programs

Eldest Child 6-18

Non-Users' Likelihood-to-Recommend Jewish, all respondents

Average, % strongly agree to strongly disagree

	4.4	4.4	4.3	4.2	4.4	4.2
Strongly Disagree	0%	0%	1%	2%	1%	1%
Disagree	2%	2%	2%	4%	2%	3%
Neither Agree nor Disagree	10%	10%	14%	17%	13%	16%
Agree	32%	32%	31%	30%	30%	31%
Strongly Agree	55%	55%	51%	47%	54%	49%

Jewish Community Programs (n=434) · Jewish Tutoring (n=434) · After-school Religious Programs (n=421) · Community Sponsored Programs (n=233) · Non-Jewish Youth Programs (n=333) · Non-Jewish Private Programs (n=527)

The number of people using these services suggest that many people within the community enroll their children in most of the after-school programs
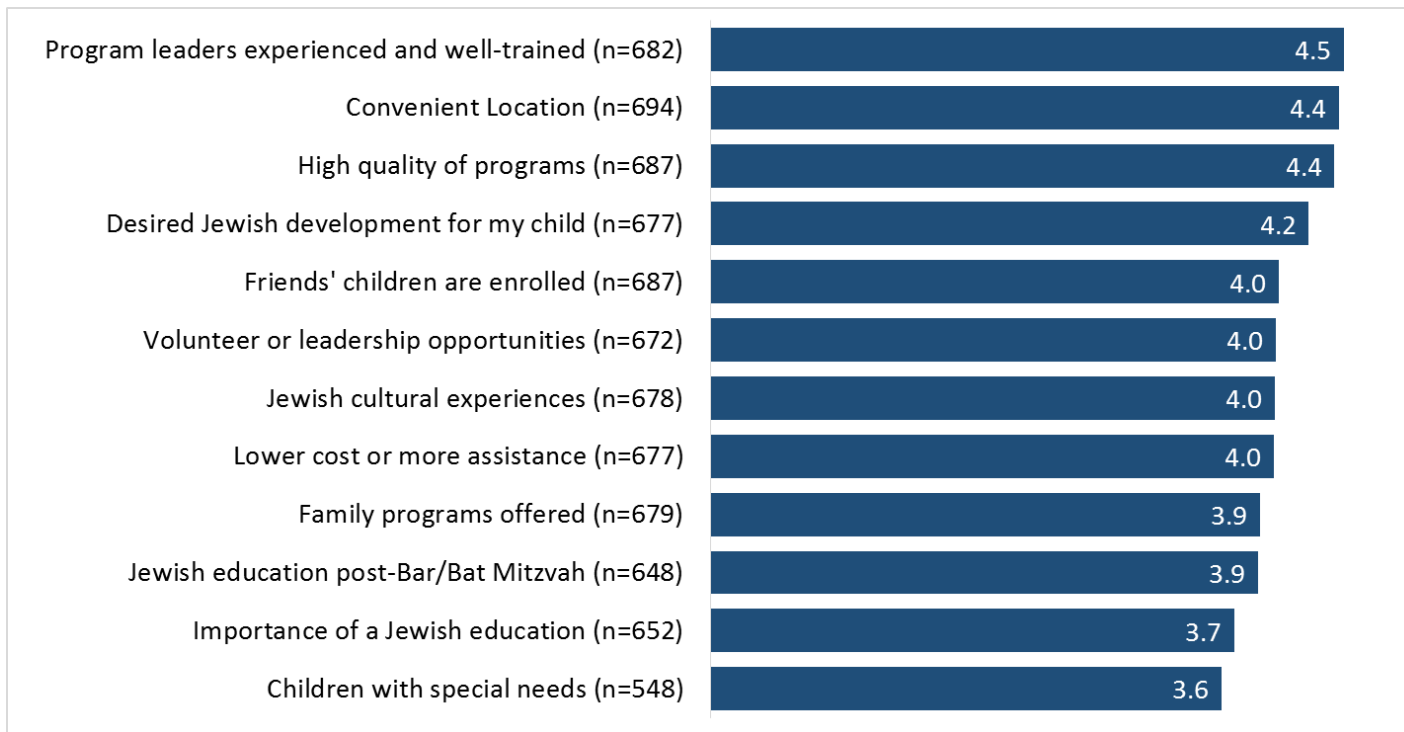
Q110. How likely would you be to recommend to a friend the program offered by this type of organization?

Overall, the motivating factors for after-school programs mimic those of summer camps. Not surprisingly, location is an important factor to note

Motivation to Send a Child After-School Programs, all respondents

Average (1-5 scale)

Eldest Child 6-18

Factor	Value
Program leaders experienced and well-trained (n=682)	4.5
Convenient Location (n=694)	4.4
High quality of programs (n=687)	4.4
Desired Jewish development for my child (n=677)	4.2
Friends' children are enrolled (n=687)	4.0
Volunteer or leadership opportunities (n=672)	4.0
Jewish cultural experiences (n=678)	4.0
Lower cost or more assistance (n=677)	4.0
Family programs offered (n=679)	3.9
Jewish education post-Bar/Bat Mitzvah (n=648)	3.9
Importance of a Jewish education (n=652)	3.7
Children with special needs (n=548)	3.6

As location is an issue, how can you develop programs using satellite or partnerships?

Q111. I was, or would be, motivated to use the Jewish Community programming if…

DALLAS JEWISH
COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

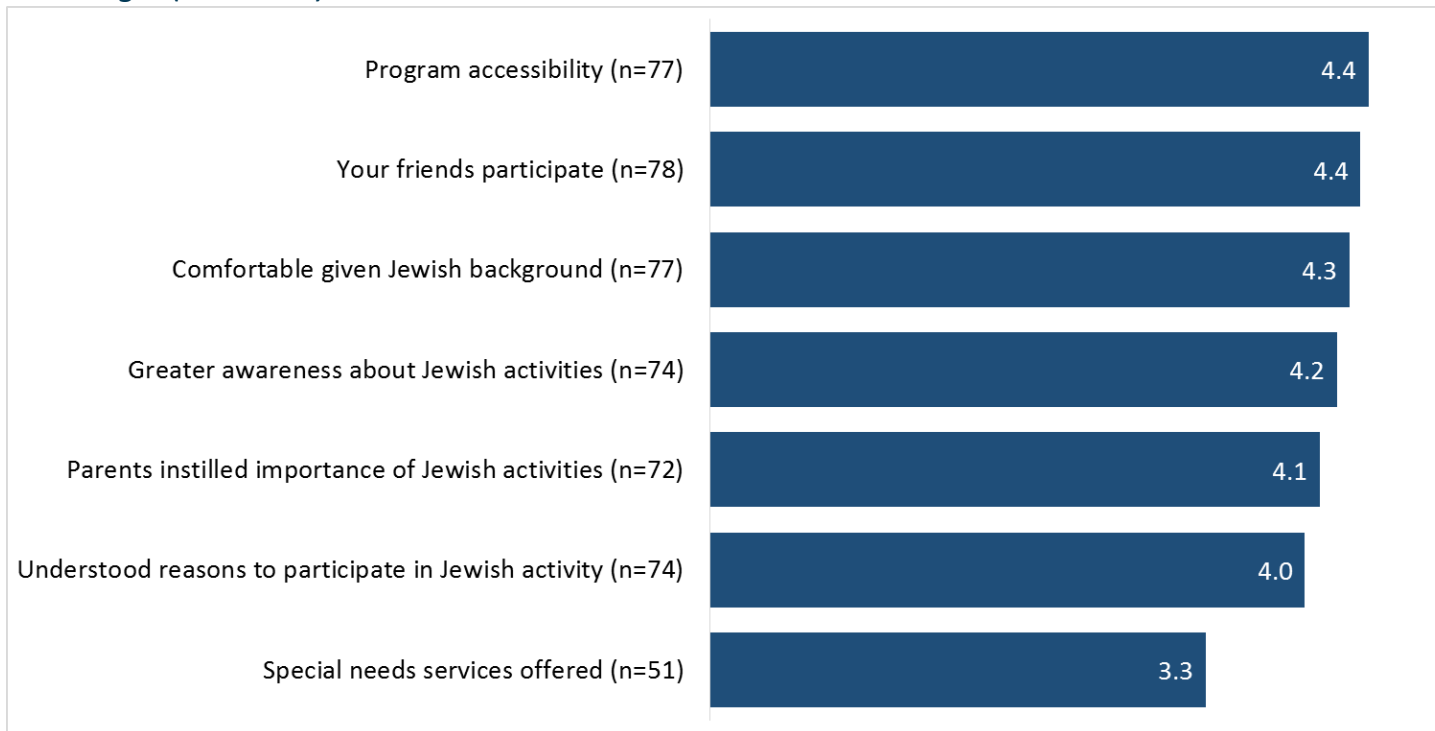# Findings: Jewish Life on Campus

Sacha Litman, Managing Director

Hannah Feinberg, Director

How comfortable students feel given their background is a clear indicator that the Jewish journey is important in bringing students into Jewish life on campus

Motivation to use the Jewish Community programs, all respondents

Average (1-5 scale)

Category	Average
Program accessibility (n=77)	4.4
Your friends participate (n=78)	4.4
Comfortable given Jewish background (n=77)	4.3
Greater awareness about Jewish activities (n=74)	4.2
Parents instilled importance of Jewish activities (n=72)	4.1
Understood reasons to participate in Jewish activity (n=74)	4.0
Special needs services offered (n=51)	3.3

Q119. I was, or would be, motivated to become involved in a Jewish activity or program at college if…

Similarly, those parents whose eldest child is in college confirm that creating opportunities for social engagement will help support Jewish involvement

Eldest Child 18-25

Parents' Perspective of their Child's Motivation to use the Jewish Community programs, all respondents

Average (1-5 scale)

His/her friends participate (n=330)	4.4
Comfortable given Jewish background (n=323)	4.3
Understood reasons to participate in Jewish activity (n=324)	4.2
Greater awareness about Jewish activities (n=318)	4.1
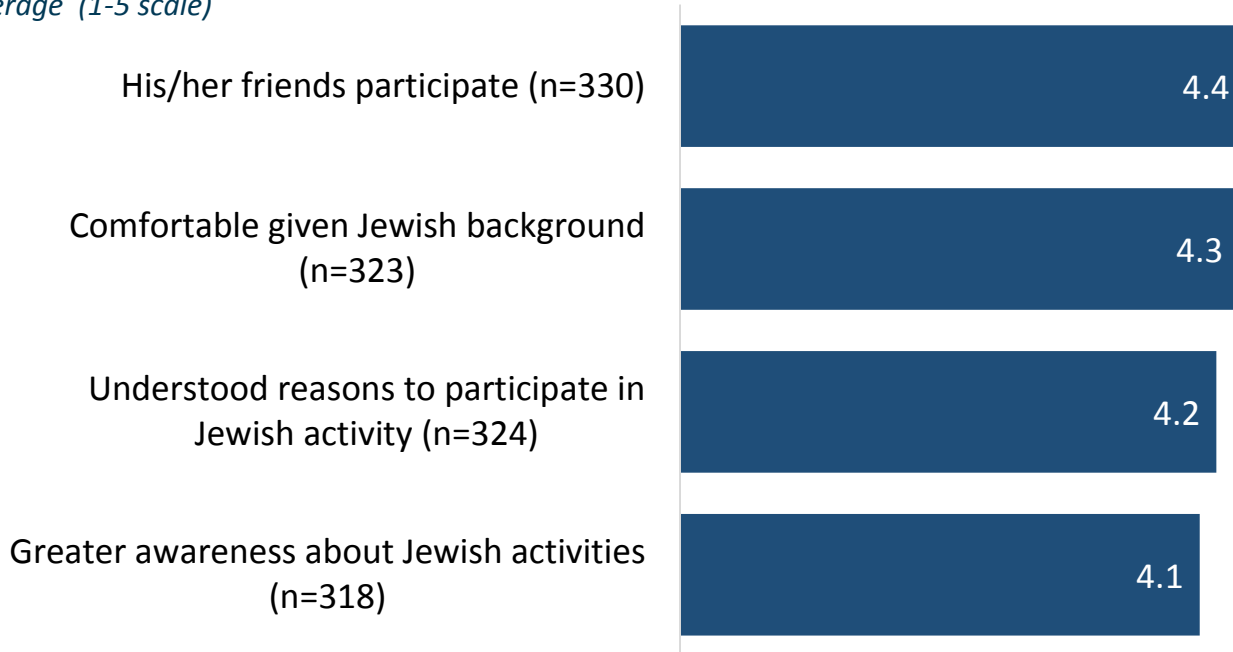
Q123. My child was, or would be, motivated to become involved in a Jewish activity or program at college if…

Measuring Success

Findings: Social Services

Sacha Litman, Managing Director

Hannah Feinberg, Director

Opportunities in social service

Users of all other Senior Residential facilities have low satisfaction with their own facility and a higher perception of Jewish facilities

There is an opportunity to raise awareness of Jewish services for children with special needs as those who use them are very satisfied with them, yet those who don't wouldn't recommend them very highly

For career services, the perception for those who use private practice and government services is that the Jewish service is better than their own

In home health care, there is an opportunity to increase enrollment from those who use government services or other non profits

There is an opportunity to increase the number of people with high social service needs to use Jewish service providers . Senior Assessment & Case Management services can help accomplish this because of Likelihood-to-Recommend scores.

Measuring Success

Services that were included in the study

Half of the service options included sufficient responses to conduct analysis

Adult Mental Health	Child Mental Health	Children w Special Needs	Adults w Special Needs	Sr. Residential Facilities	Sr. Adult Assessment	Home Health Care

The following services did not have sufficient respondents to allow for any significant analysis.

Emergency Assistance Services	Family Violence Intervention	Chaplaincy	Senior Wellness	Home Delivered Meals	Group Meals for Seniors	Respite	Addiction Treatment	Information Services

Please note that lack of response does not signify lack of need

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Social service utilization by response

Total Respondents	Type of Social Service
1448	Total Responses
657	Counseling: Mental Health for Adults
384	Senior Care: Senior Residential Facilities
336	Counseling: Mental Health for Children/Teens
303	Other: Career and Employment Services
257	Senior Care: Senior Adult Assessment and Case Management
207	Senior Care: Senior Wellness
191	Special Needs: Children
188	Wellness: Home Health Care
143	Other: Information and Referral Source for Social Service Needs
112	Special Needs: Adults

30% of respondents use at least one social service; more than half of those who use social services use more than one service

All survey respondents
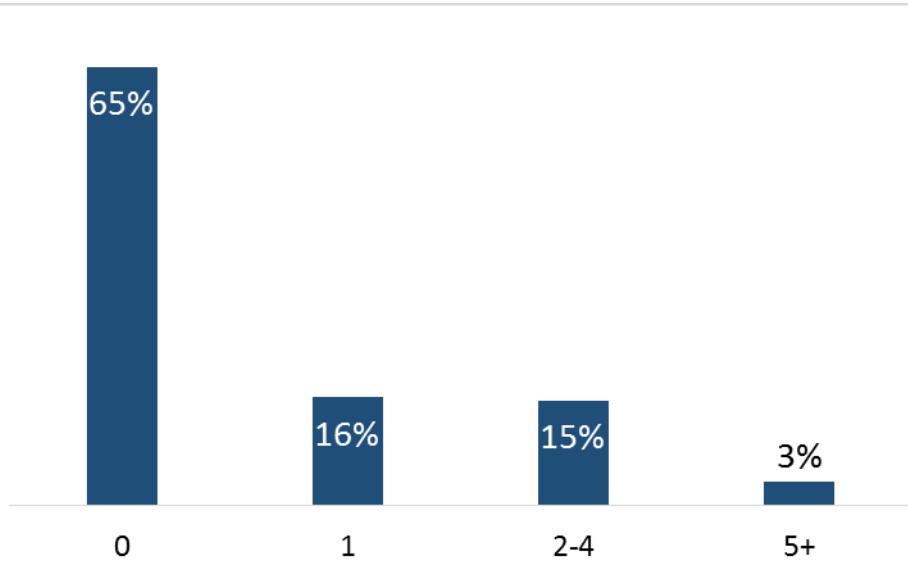
N = 4144

All social service users
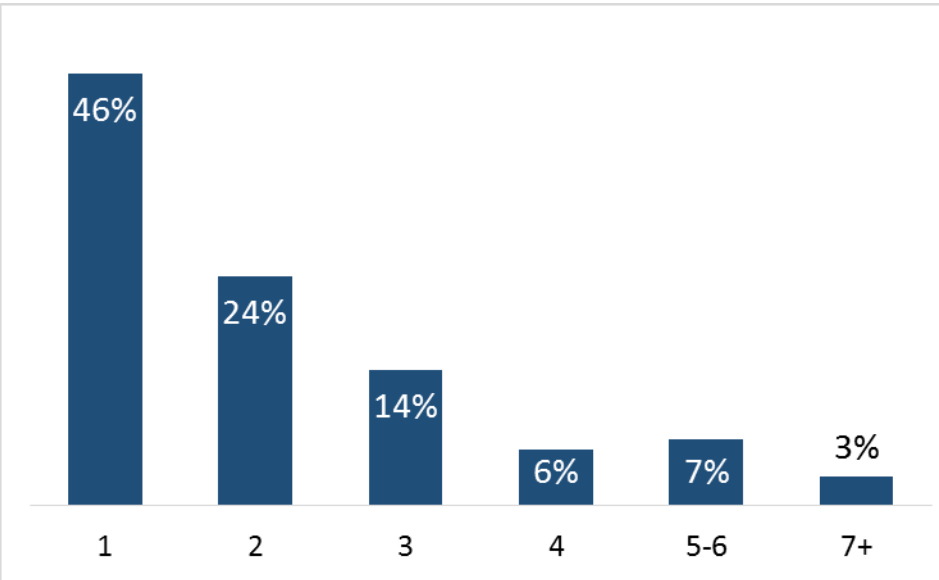
N = 1448

Definition: Social Services extent of need

Low Use

- Those who indicated they utilize only one service

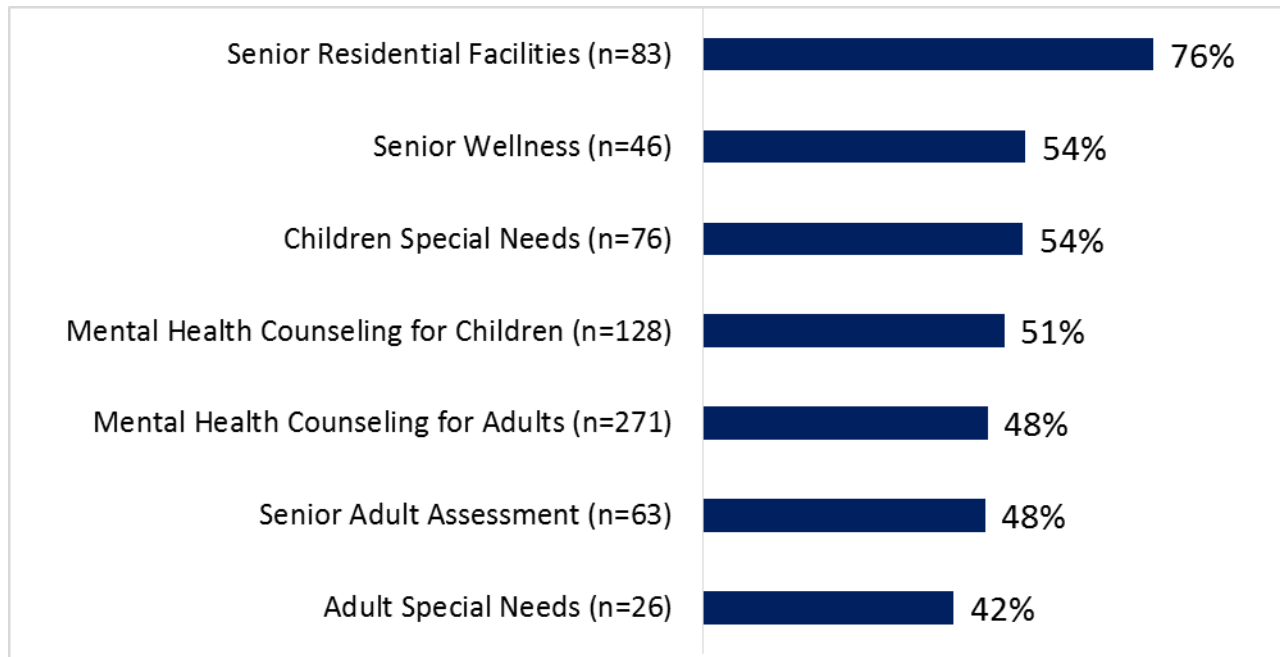## Medium Use

- Those who indicated they utilize 2-4 services

High Use

- Those who indicated they utilize 5+ services

The awareness levels of those who utilize social services by non-Jewish providers are highest for Sr. Residential services

Social Service User

Awareness of Non-Users of the Jewish Service, all services
% non-participants who were aware

Service	Awareness
Senior Residential Facilities (n=83)	76%
Senior Wellness (n=46)	54%
Children Special Needs (n=76)	54%
Mental Health Counseling for Children (n=128)	51%
Mental Health Counseling for Adults (n=271)	48%
Senior Adult Assessment (n=63)	48%
Adult Special Needs (n=26)	42%

3 out of 4 Sr. residential facility non-Jewish users know about the Jewish option. That suggests that if you want to increase utilization we need to understand why not.

Q. Are you familiar with a Jewish service in your area of need.

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

People who use Jewish services are generally satisfied. Additionally, quality reputation is high with Senior Wellness and Residential Facilities

Likelihood-to-Recommend by Jewish Organization User, all services
Average (1-5 scale), Users vs. Non-Users

Legend:
- ■ Users of Jewish Service
- ■ Non-Users of Jewish Service

Chart data:
- Adult Special Needs (n=66): 4.5 / 3.8
- Senior Wellness (n=105): 4.4 / 3.9
- Senior Adult Assessment (n=156): 4.4 / 3.4
- Senior Residential Facilities (n=267): 4.3 / 3.9
- Adult Mental Health Counseling (n=469): 4.2 / 3.6
- Child/Teen Mental Health Counseling (n=232): 4.2 / 3.4
- Child Special Needs (n=127): 4.1 / 3.6
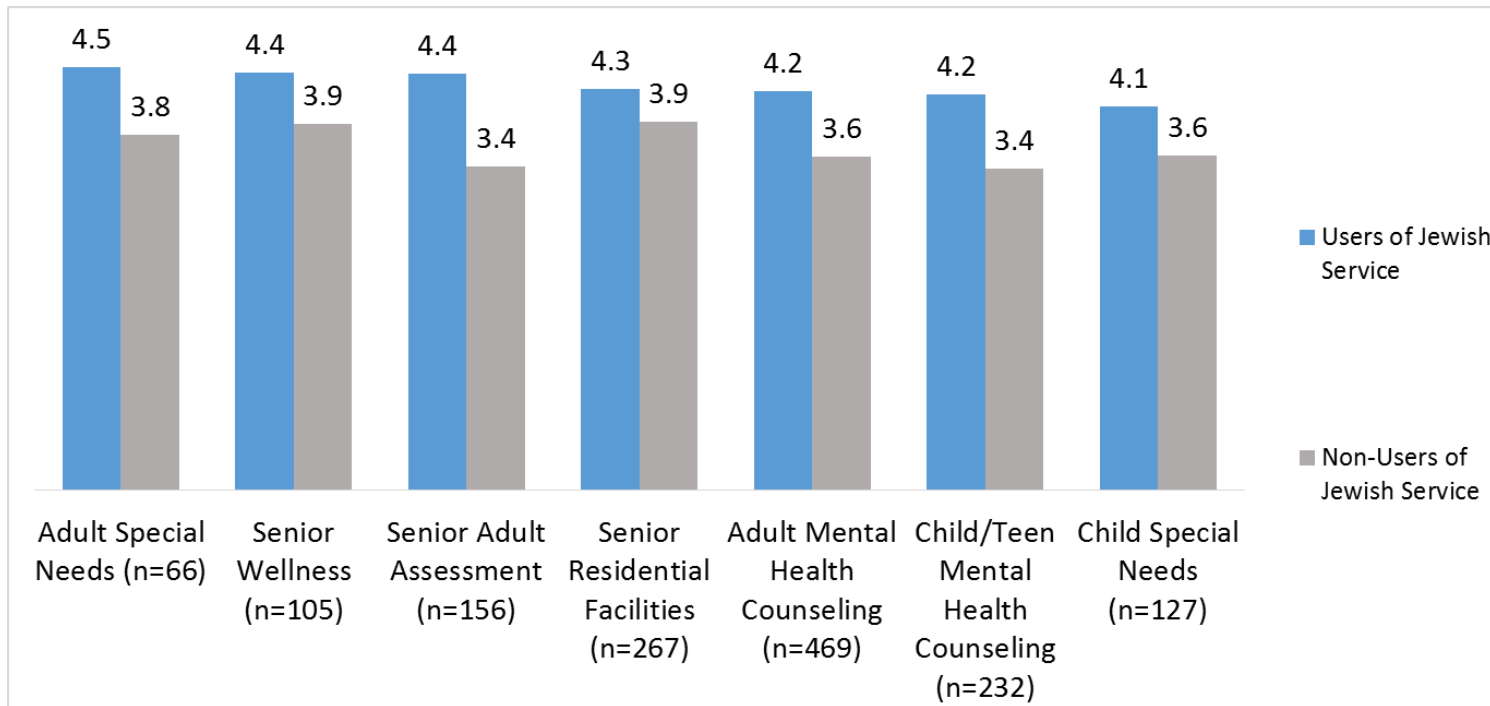
- You do really well in quality of life services.
- Perception is lower for delivery of therapeutic services

I would recommend the services provided by this type of provider to a friend with a similar need.

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Findings: Adult Mental Health

Overview: Adult Mental Health

People who use the Jewish services are satisfied with what they receive and are on par with the satisfaction of those who use private practice

The perception of those who don't use Jewish services is about the same when comparing them. Yet there is an opportunity to engage those who use other non profit services, as their perception is slightly higher than their own.
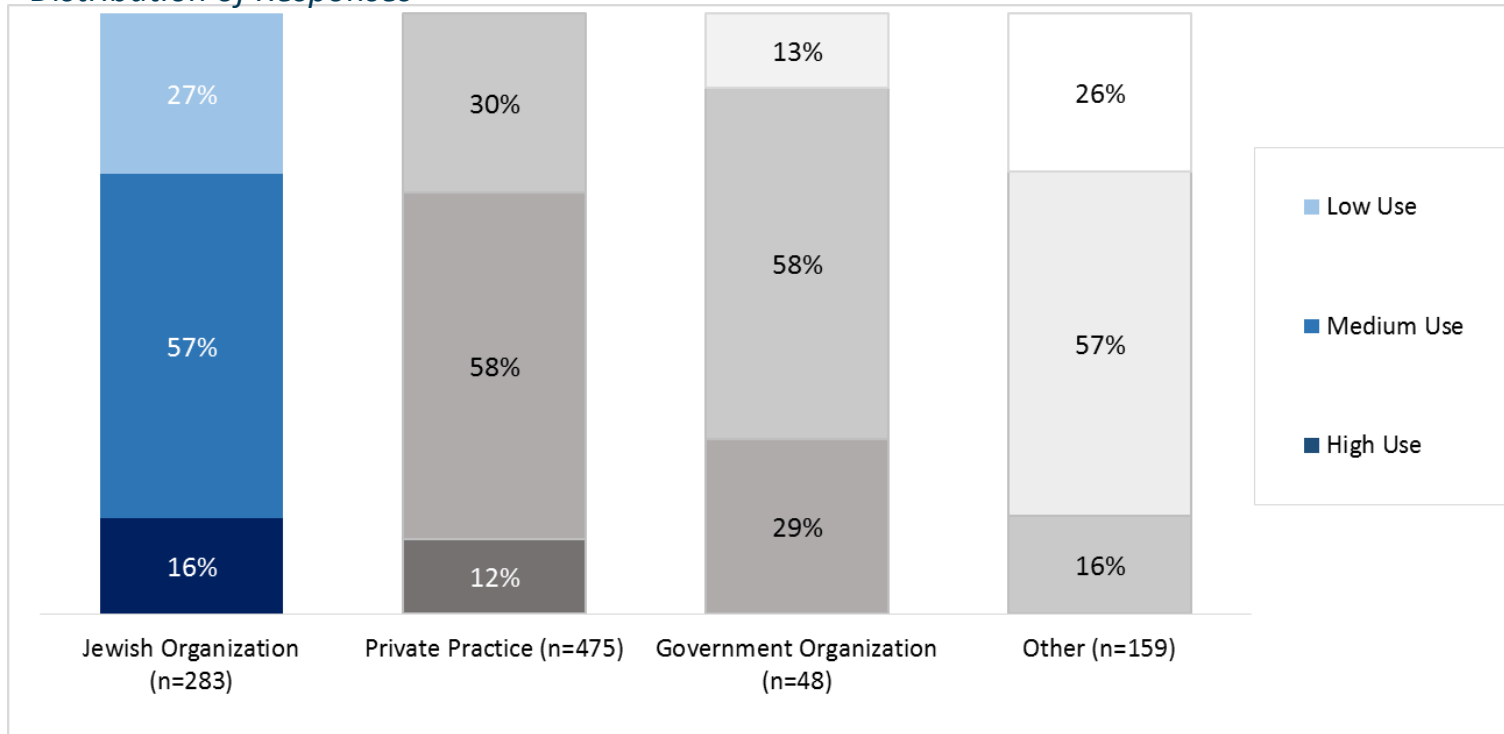
Confidentiality and length of service are two motivating factors for using the Jewish service.

People who use government organizations have the highest extent of need; Jewish, private, other are nearly equal

Extent of Need by Type of Service Provider, all respondents

Distribution of Responses

Legend:
- Low Use
- Medium Use
- High Use

Jewish Organization (n=283): 27%, 57%, 16%
Private Practice (n=475): 30%, 58%, 12%
Government Organization (n=48): 13%, 58%, 29%
Other (n=159): 26%, 57%, 16%

- Given the population surveyed, it isn't surprising to see low numbers using government services.
- Private practice is the preferred service.

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Those who use private practice see the most value. Jewish organizations are close behind

Users' Likelihood-to-Recommend Their Own Agency

Average, % distribution of response
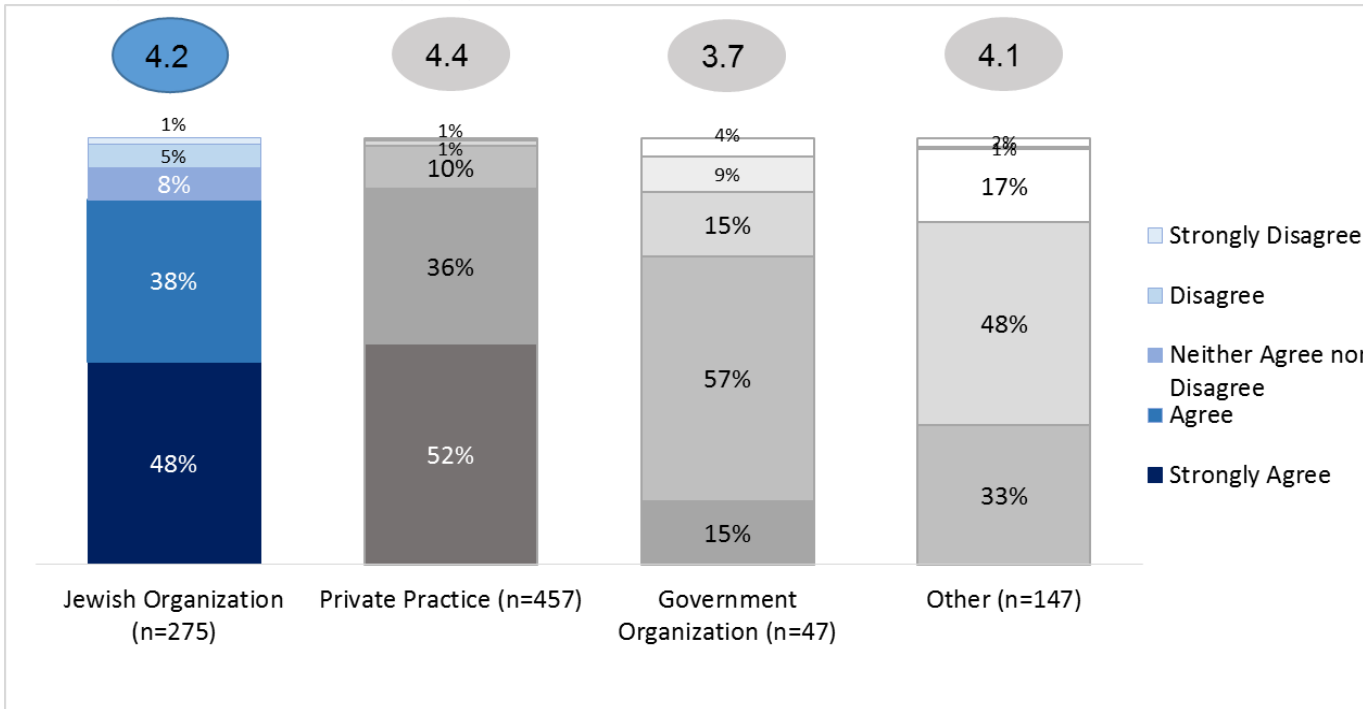
The numbers for government services indicate that those who use them are in spite of lower perceived quality.

Q34. I would recommend the adult mental health services provided by this type of provider to a friend with a similar need
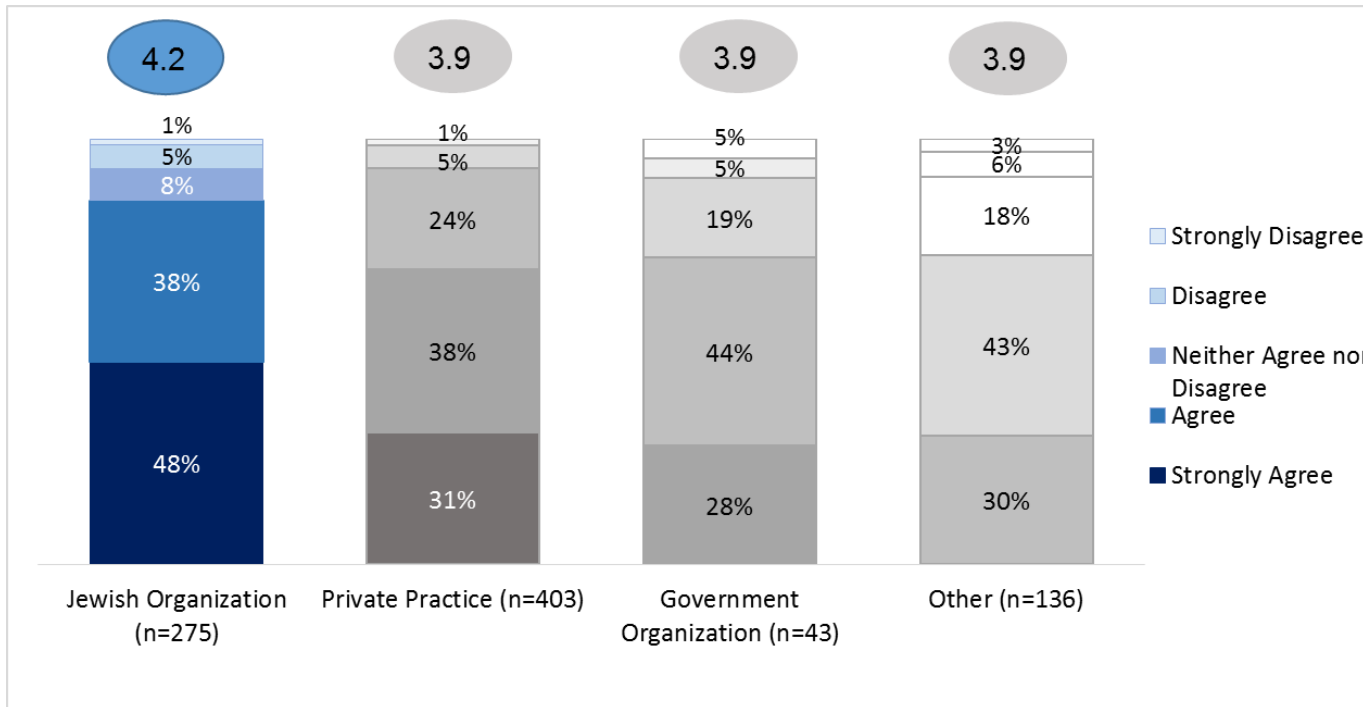
Even though 52% of private practice users have very pleased with their services, you still have 31% who would strongly recommend a Jewish agency

Non-Users' Likelihood-to-Recommend Jewish Agency

Average, % strongly agree to strongly disagree

Similar sentiments for those that use other organizations.

Q34. I would recommend the adult mental health services provided by this type of provider to a friend with a similar need
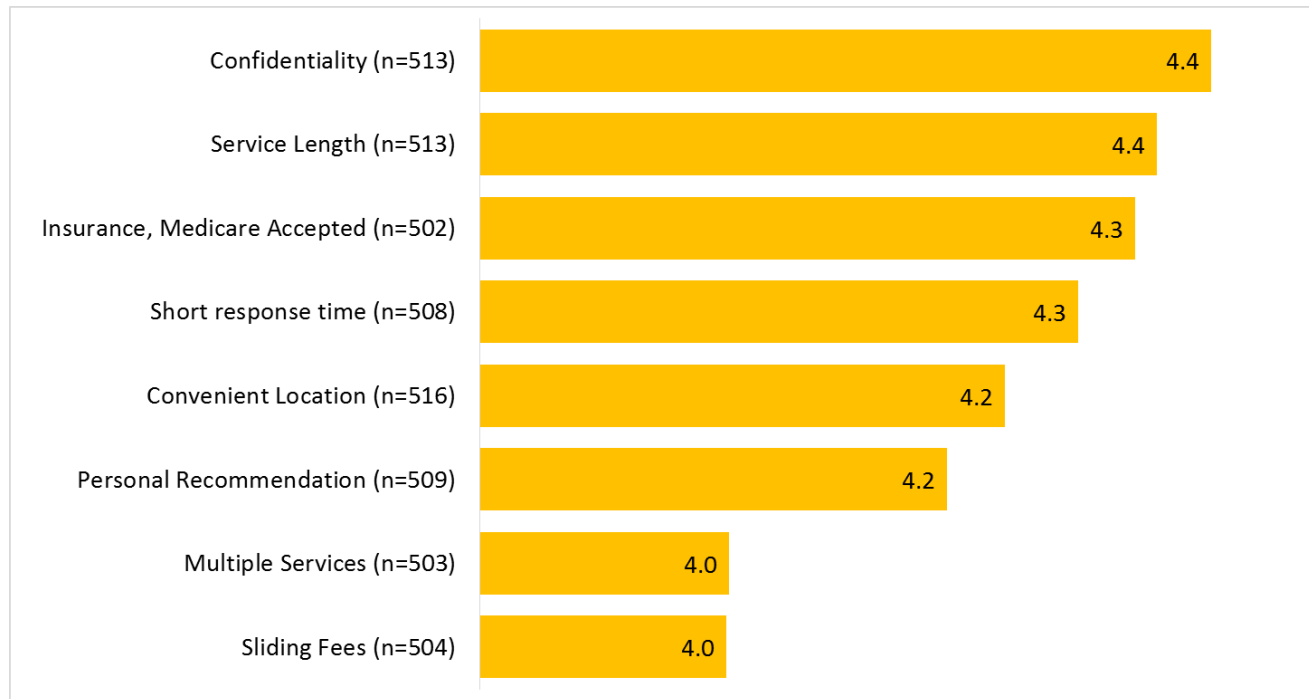
Confidentiality and length of service are the top selection criteria for adult mental health services

Adult Mental Health User

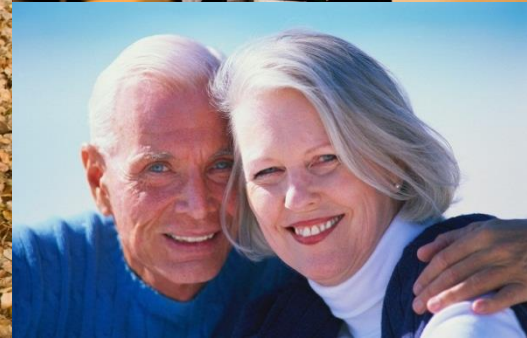## Motivation to Use Jewish Agency, all users
Average (1-5 scale)

Criteria	Average
Confidentiality (n=513)	4.4
Service Length (n=513)	4.4
Insurance, Medicare Accepted (n=502)	4.3
Short response time (n=508)	4.3
Convenient Location (n=516)	4.2
Personal Recommendation (n=509)	4.2
Multiple Services (n=503)	4.0
Sliding Fees (n=504)	4.0

Q35. "The following would motivate me to use counseling for mental health services for adults provided by the Jewish community..."

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Findings: Child Mental Health

Sacha Litman, Managing Director

Hannah Feinberg, Director

Overview: Child Mental Health

Those who use government services and other non profit organizations have a slightly higher regard for Jewish services than their own

Yet there is still an opportunity with all other agencies, as they regard the Jewish services less than those who utilize them.
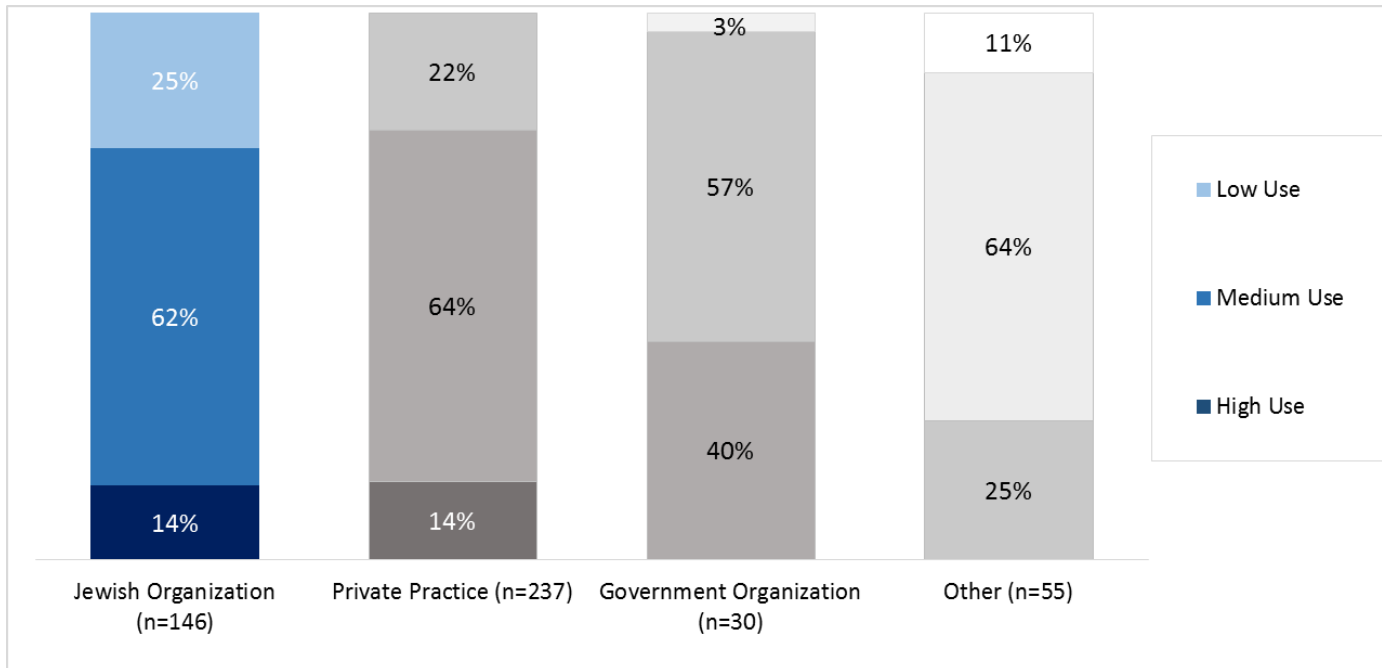
Having a personal recommendation is a higher motivating factor in this case than with adult mental health

DALLAS JEWISH
COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring
Success

For children, the use of private practice and Jewish organizations is comparable

## Extent of Need by Type of Service Provider, all respondents
Distribution of Responses

	Jewish Organization (n=146)	Private Practice (n=237)	Government Organization (n=30)	Other (n=55)
Low Use	25%	22%	3%	11%
Medium Use	62%	64%	57%	64%
High Use	14%	14%	40%	25%

The use of other non profits suggest that there is more alternatives in this arena than adult mental health

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Those who use private practice have a higher regard for the services they receive than all other service agencies

Users' Likelihood-to-Recommend Their Own Agency

Average, % distribution of response
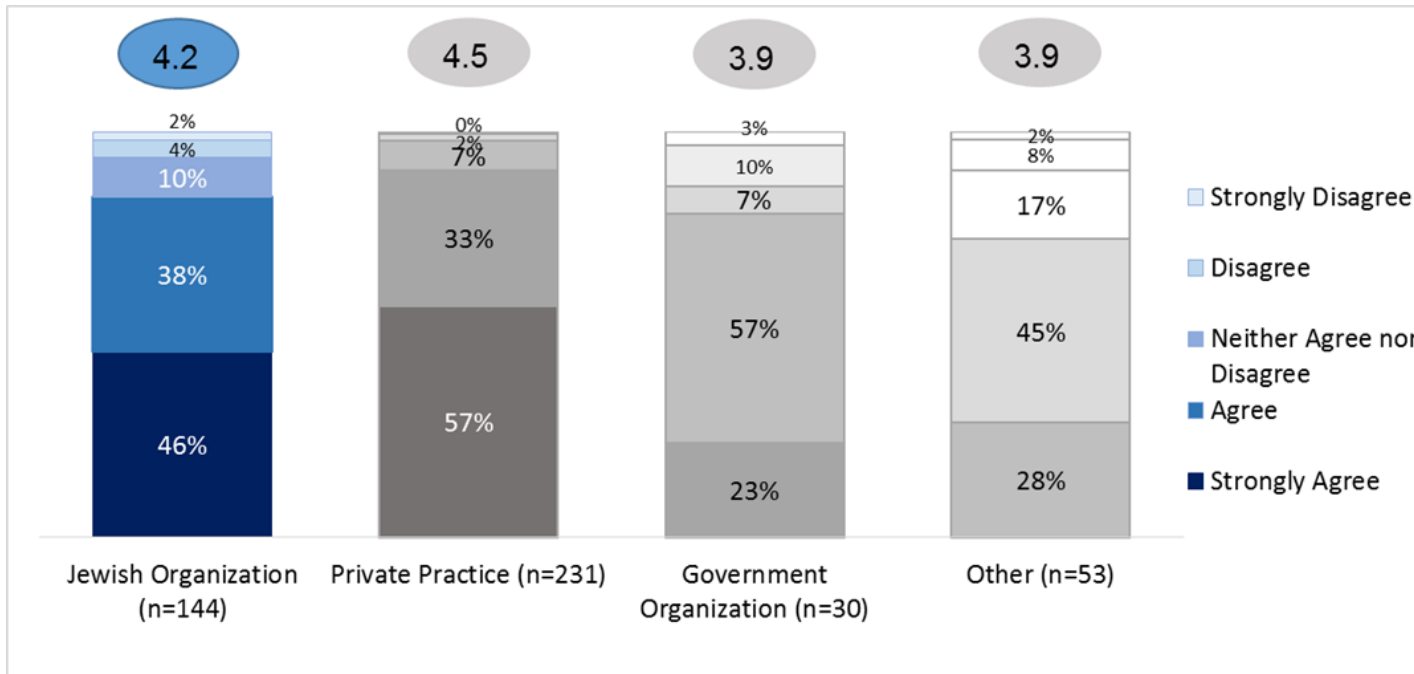
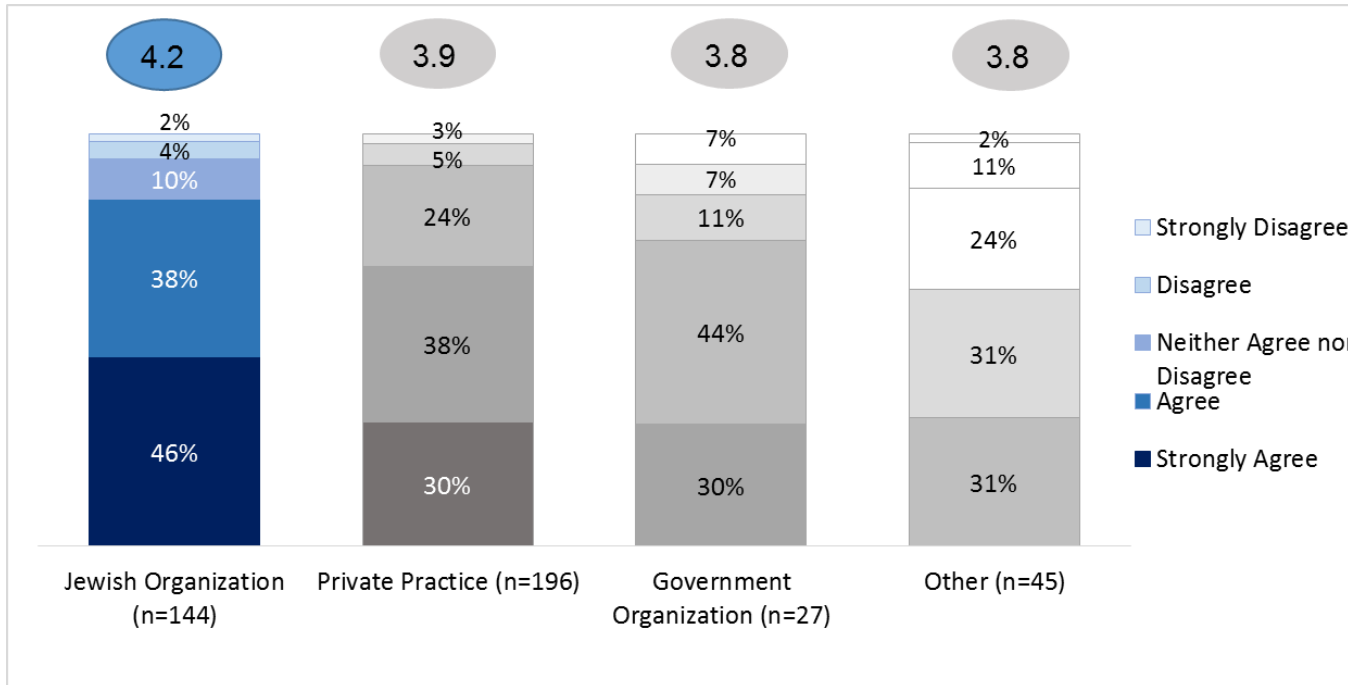This is not significantly different than the results for adults.

Q38. I would recommend the child mental health services provided by this type of provider to a friend with a similar need.

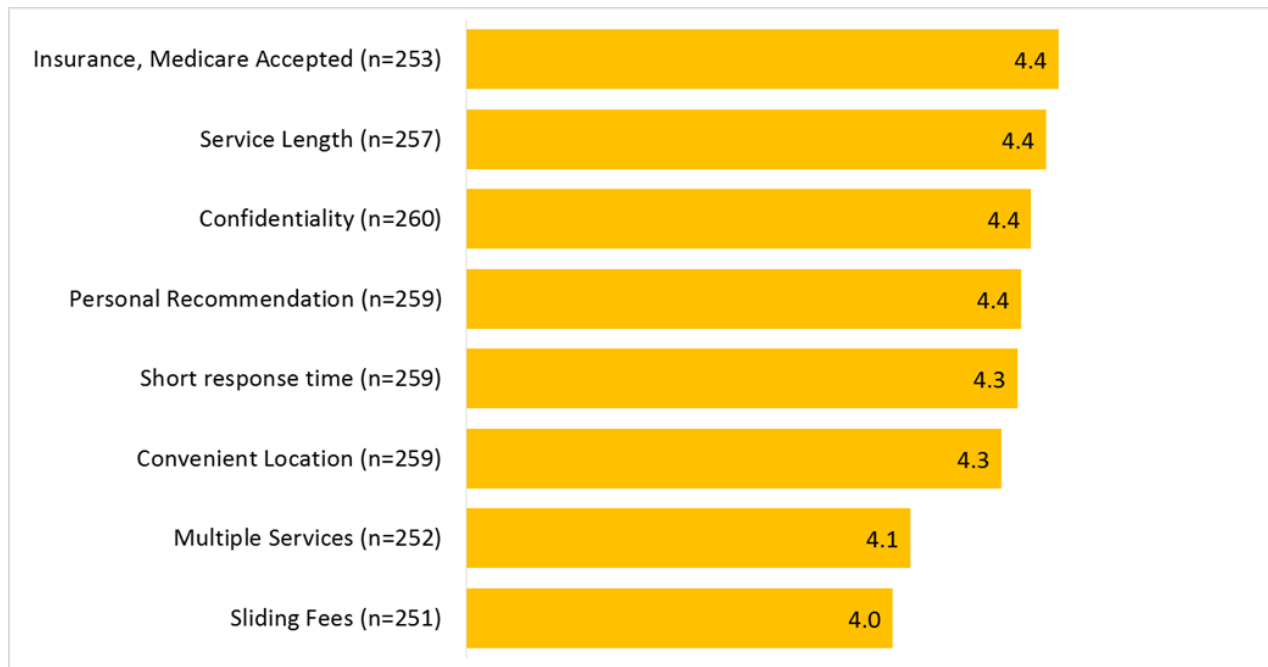# Even though nearly 60% of private practice clients are very satisfied, 30% still regard the Jewish organizations enough to recommend them as well

Non-Users' Likelihood-to-Recommend Jewish Agency

Average, % strongly agree to strongly disagree

The clients of the other non profits have a higher tendency to recommend Jewish organizations than their own

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Average
Jewish Organization (n=144)	2%	4%	10%	38%	46%	4.2
Private Practice (n=196)	3%	5%	24%	38%	30%	3.9
Government Organization (n=27)	7%	7%	11%	44%	30%	3.8
Other (n=45)	2%	11%	24%	31%	31%	3.8

Q38. I would recommend the child mental health services provided by this type of provider to a friend with a similar need.

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Having a personal recommendation is higher for a child mental health user as opposed to an adult mental health user

Motivation to Use Jewish Agency, all users

Average (1-5 scale)

Motivation	Average
Insurance, Medicare Accepted (n=253)	4.4
Service Length (n=257)	4.4
Confidentiality (n=260)	4.4
Personal Recommendation (n=259)	4.4
Short response time (n=259)	4.3
Convenient Location (n=259)	4.3
Multiple Services (n=252)	4.1
Sliding Fees (n=251)	4.0

It is interesting to note that sliding fees does not rank as high in the motivating factors. This would suggest that confidence in service and ease of working with them have more influence than fee schedule.
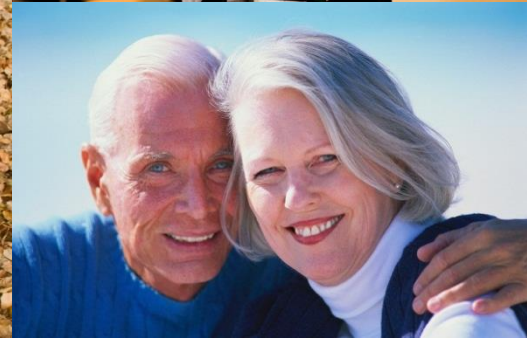
Q39. The following would motivate me to use counseling or mental health services for children provided by the Jewish community

Findings: Children with Special Needs

Overview: Services for children with special needs

Clients of Jewish organizations and other non profits have similar levels of satisfaction
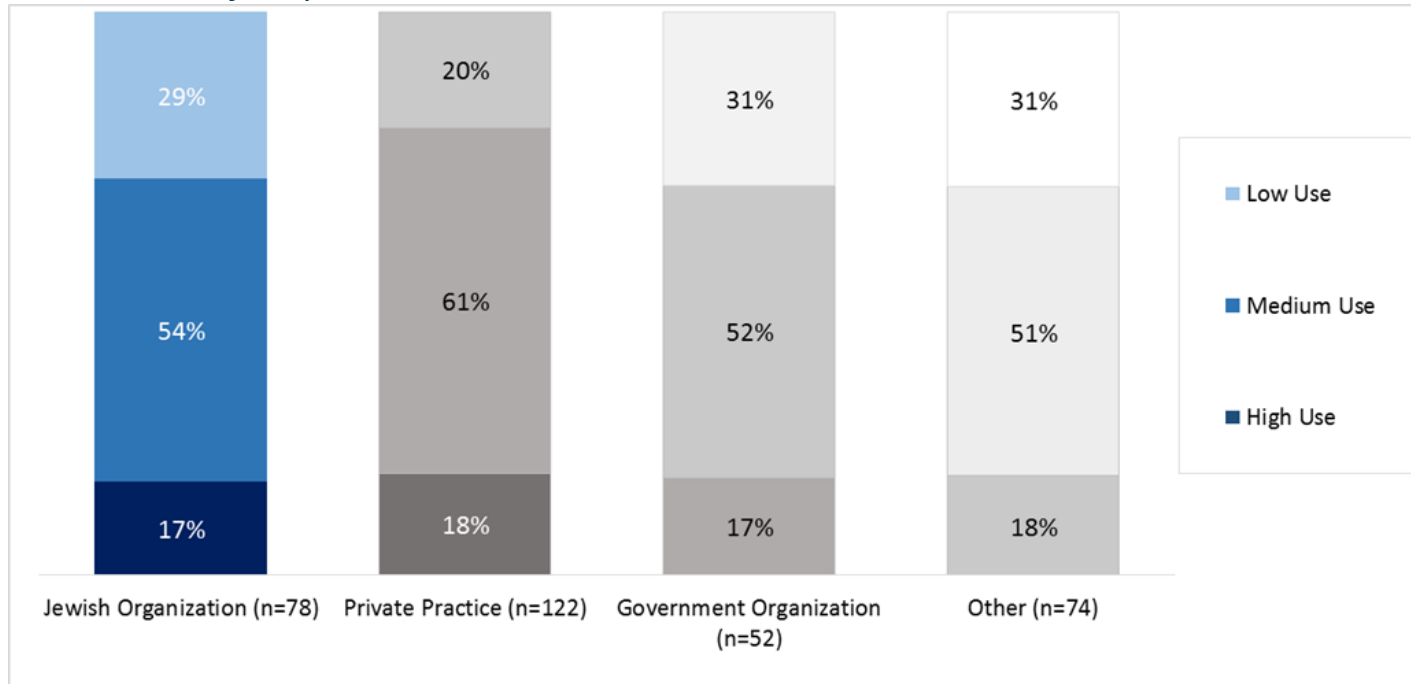
The data suggest that there is a high perception of quality differential between Jewish services and private practice services

Socializing with other Jews was the lowest ranking motivating factor in this service area, indicating the importance of quality above social interaction for children with special needs

Those that have children with special needs often use 1-2 other services

Child with Special Needs User

Extent of Need by Service Provider, all respondents
Distribution of Responses

	Low Use
	Medium Use
	High Use

Jewish Organization (n=78): Low Use 29%, Medium Use 54%, High Use 17%
Private Practice (n=122): 20%, 61%, 18%
Government Organization (n=52): 31%, 52%, 17%
Other (n=74): 31%, 51%, 18%

Those that utilize private practice agencies have a higher regard for their service provider than clients of other agencies

Users' Likelihood-to-Recommend Their Own Agency

Average, % distribution of response
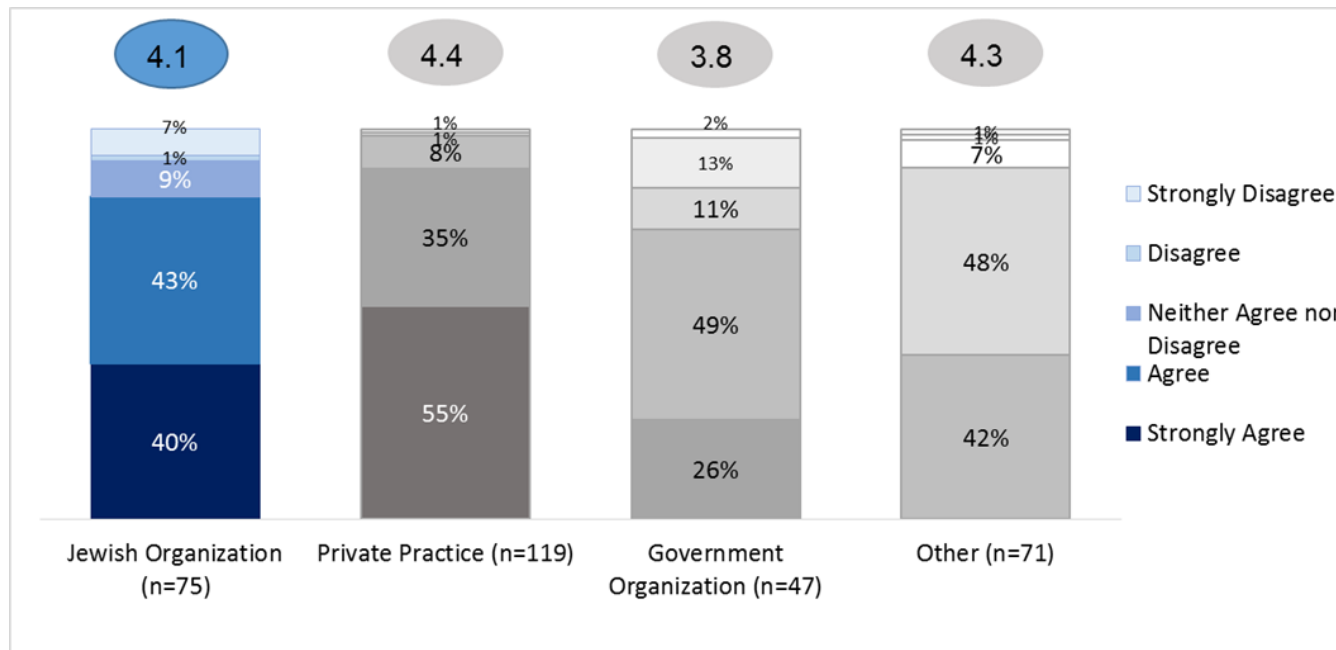
Clients of Jewish organizations and other non profits have similar levels of satisfaction.

Q46. I would recommend the child special needs services provided by this type of provider to a friend with a similar need.
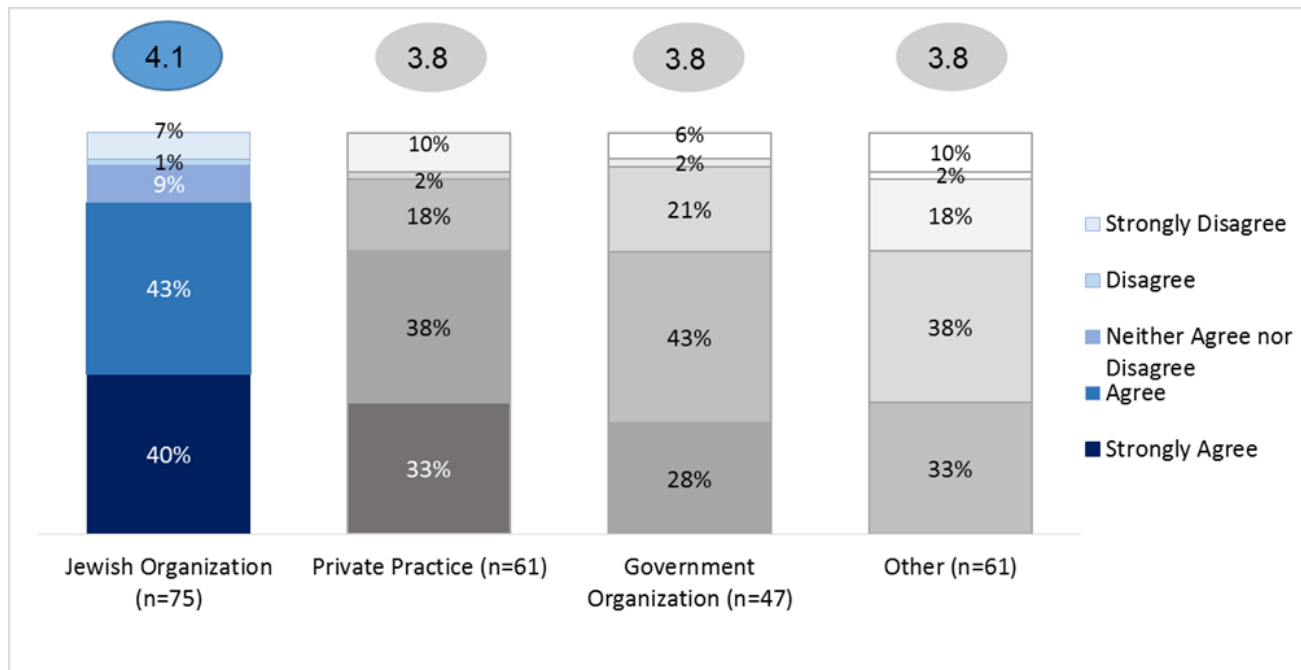
The perception of Jewish services for children with special needs is similar to other service areas, yet lower than users' perception of their own service

Non-Users' Likelihood-to-Recommend Jewish Agency

Average, % strongly agree to strongly disagree

- High drop off in those that answered this question compared to the Likelihood-to-Recommend their own.
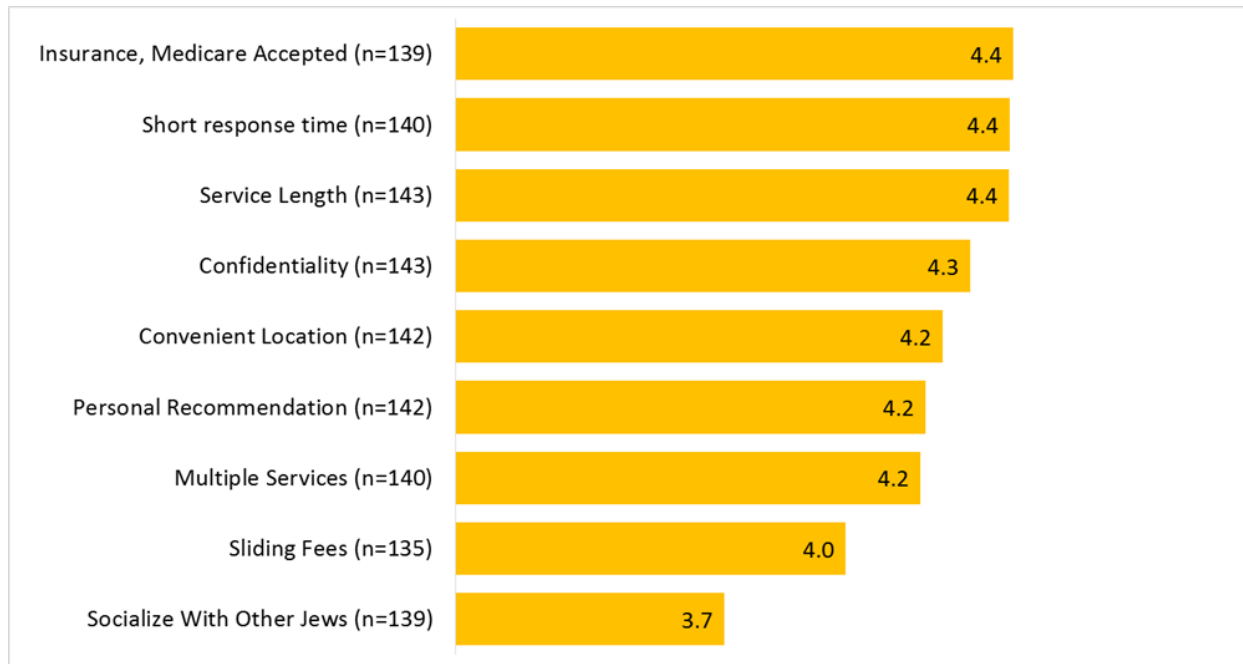- Suggests that people don't use the Jewish service by choice.

Q46. I would recommend the child special needs services provided by this type of provider to a friend with a similar need.

The ability to use insurance and have a shorter response time would motivate using a Jewish service

Child with Special Needs User

Motivation to Use Agency, Average Users and Non-Users of Jewish
Average (1-5 scale)

Motivation	Average
Insurance, Medicare Accepted (n=139)	4.4
Short response time (n=140)	4.4
Service Length (n=143)	4.4
Confidentiality (n=143)	4.3
Convenient Location (n=142)	4.2
Personal Recommendation (n=142)	4.2
Multiple Services (n=140)	4.2
Sliding Fees (n=135)	4.0
Socialize With Other Jews (n=139)	3.7

In all other areas of this survey, socializing with Jews has been a highly motivating factor. Interestingly the same does not apply for programs for children with special needs.
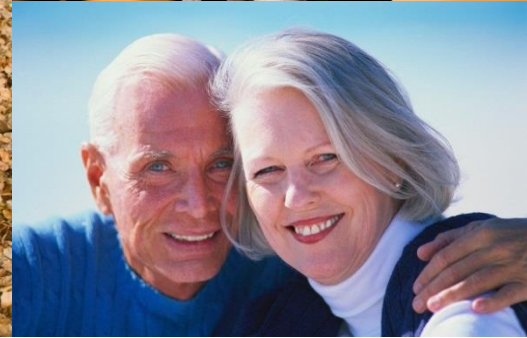
Q47. The following would motivate me to use child special needs services provided by the Jewish community.

Findings: Adults with Special Needs

Overview: Services for adults with special needs

Those who use Jewish services in this area are more satisfied than those who use private practice, government services or other non profits

And the perceived quality by those that don't use the service is much higher than how they regard their own service

Due to the nature of this service, it isn't surprising that length of service was the top motivating factor to use a Jewish service

Measuring Success

Those that have Adult Special Needs are more likely to use 2-4 other services across all service providers

Adults with Special Needs User

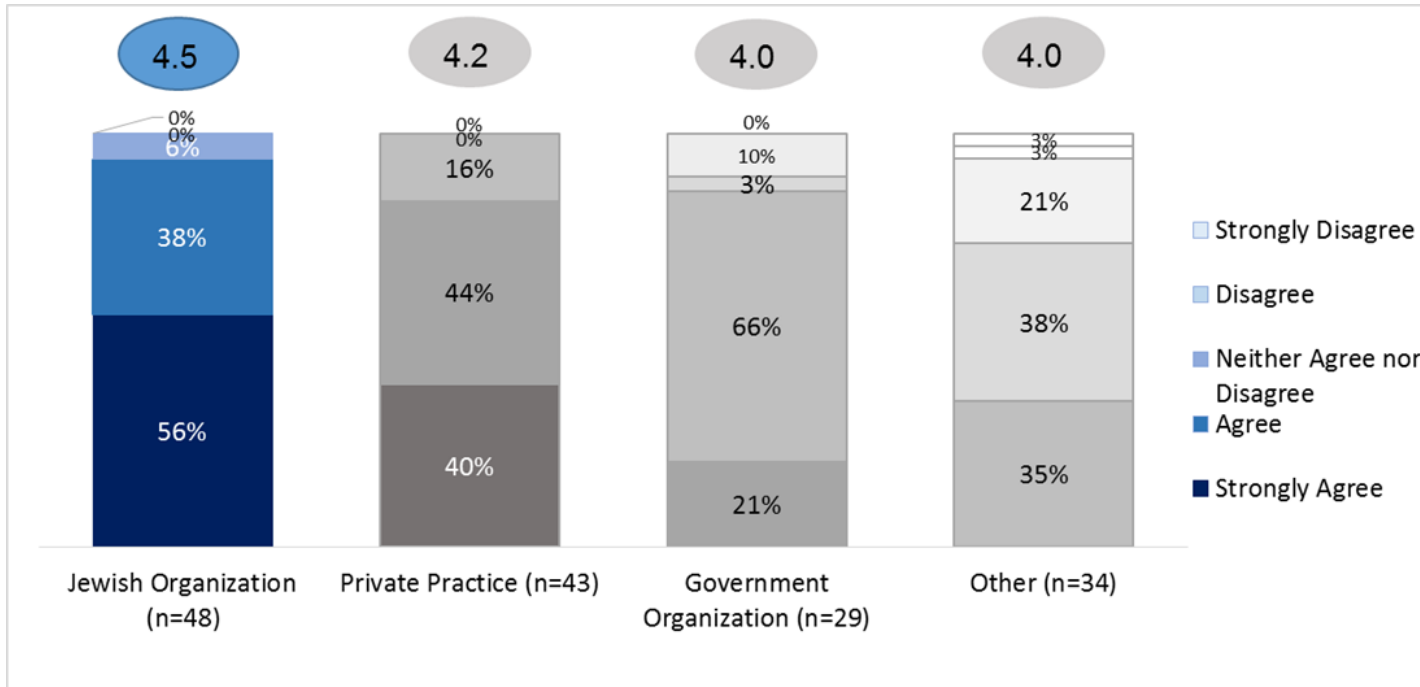## Extent of Need, all respondents
Distribution of Responses
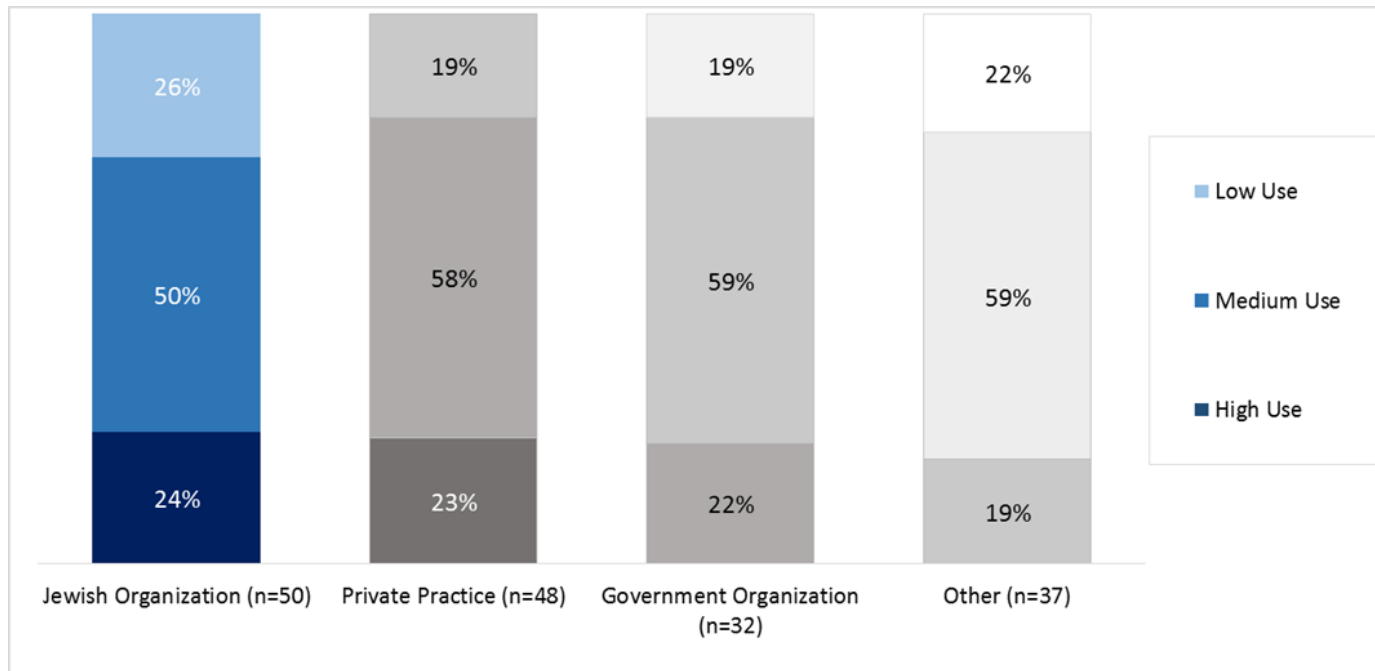
Again, through special needs, we can reinforce that the Dallas Jewish Community is providing positive experiences for those adults who need lifestyle support

Users' Likelihood-to-Recommend Their Own Agency

Average, % distribution of response

- Jewish organizations do much better than any of the others listed – even private practice.
- Although there is a small number who use these services, this speaks to the strength of the Community embracing its members
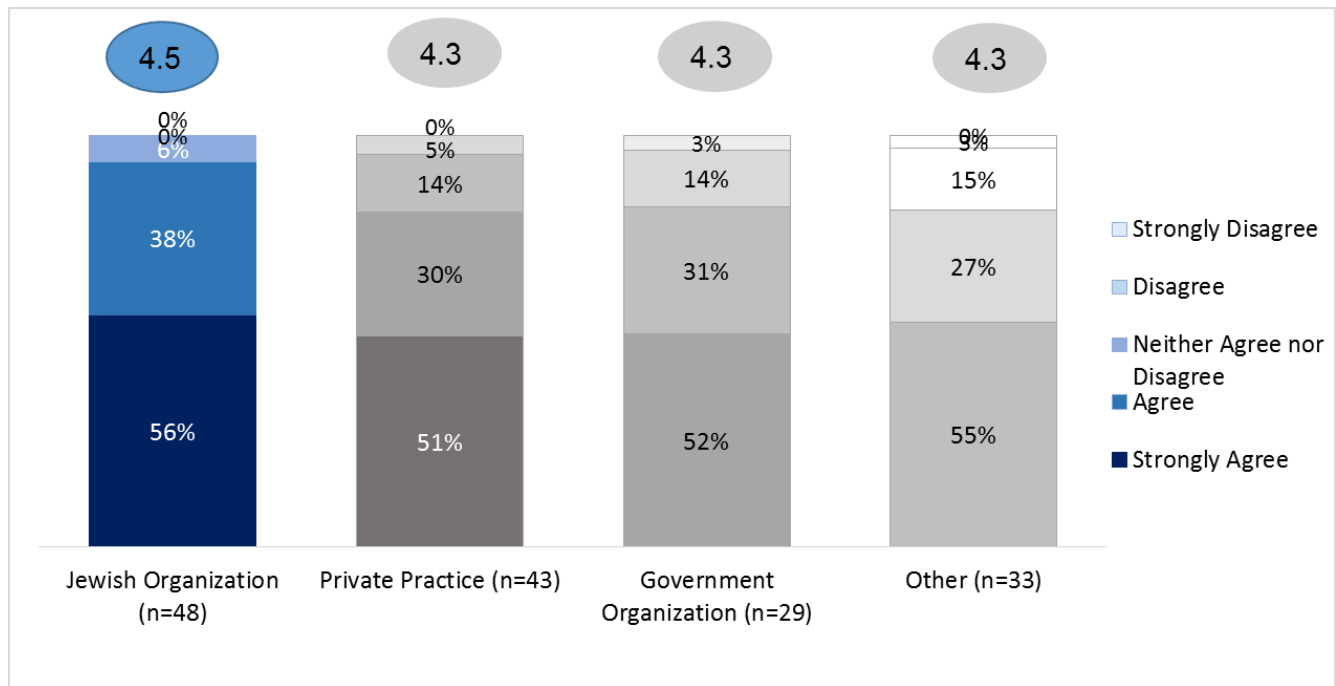
Q50. I would recommend the adult special needs services provided by this type of provider to a friend with a similar need.

And, this is strengthened when you see how many would recommend the Jewish service. In fact, it is almost the same as those who use the service

Adults with Special Needs User

Non-Users' Likelihood-to-Recommend Jewish Agency

Average, % strongly agree to strongly disagree

The net promoter score in this case is very high (strongly agree minus strongly disagree).

Q50. I would recommend the adult special needs services provided by this type of provider to a friend with a similar need.
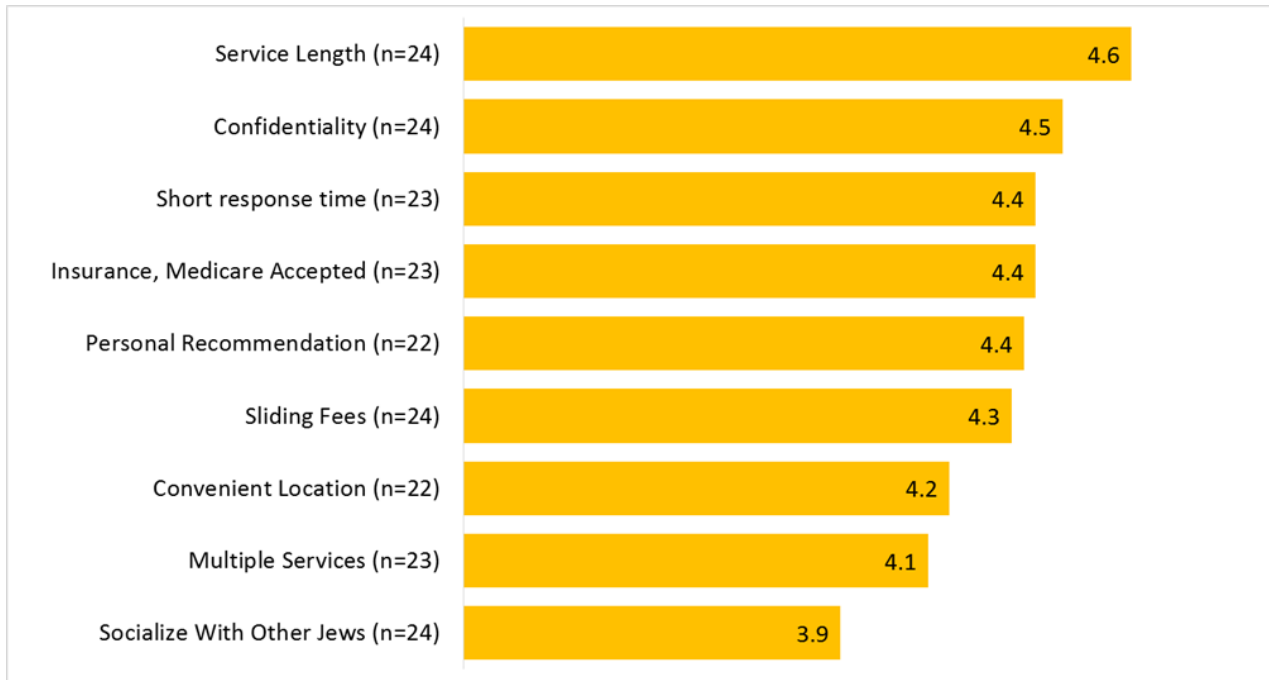
Because special needs are a long term need, it lends the importance of having a service that will be there for the long term

Motivation to Use Agency, all respondents

Average (1-5 scale)

Motivation	Average
Service Length (n=24)	4.6
Confidentiality (n=24)	4.5
Short response time (n=23)	4.4
Insurance, Medicare Accepted (n=23)	4.4
Personal Recommendation (n=22)	4.4
Sliding Fees (n=24)	4.3
Convenient Location (n=22)	4.2
Multiple Services (n=23)	4.1
Socialize With Other Jews (n=24)	3.9

Personal recommendation and sliding fees are more important than other service areas.
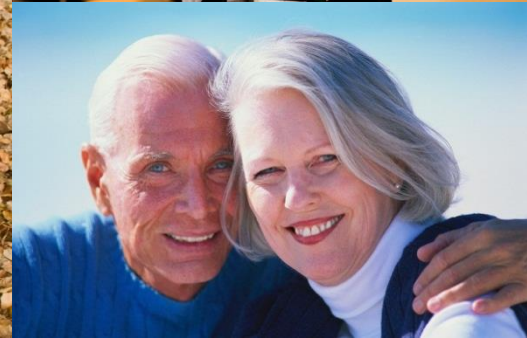
Q51. The following would motivate me to use adult special needs services provided by the Jewish community.

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Findings: Senior Residential Facilities

Overview: Senior residential facilities

The extent of need of those who use private facilities is higher than those in Jewish, government or other non profit facilities
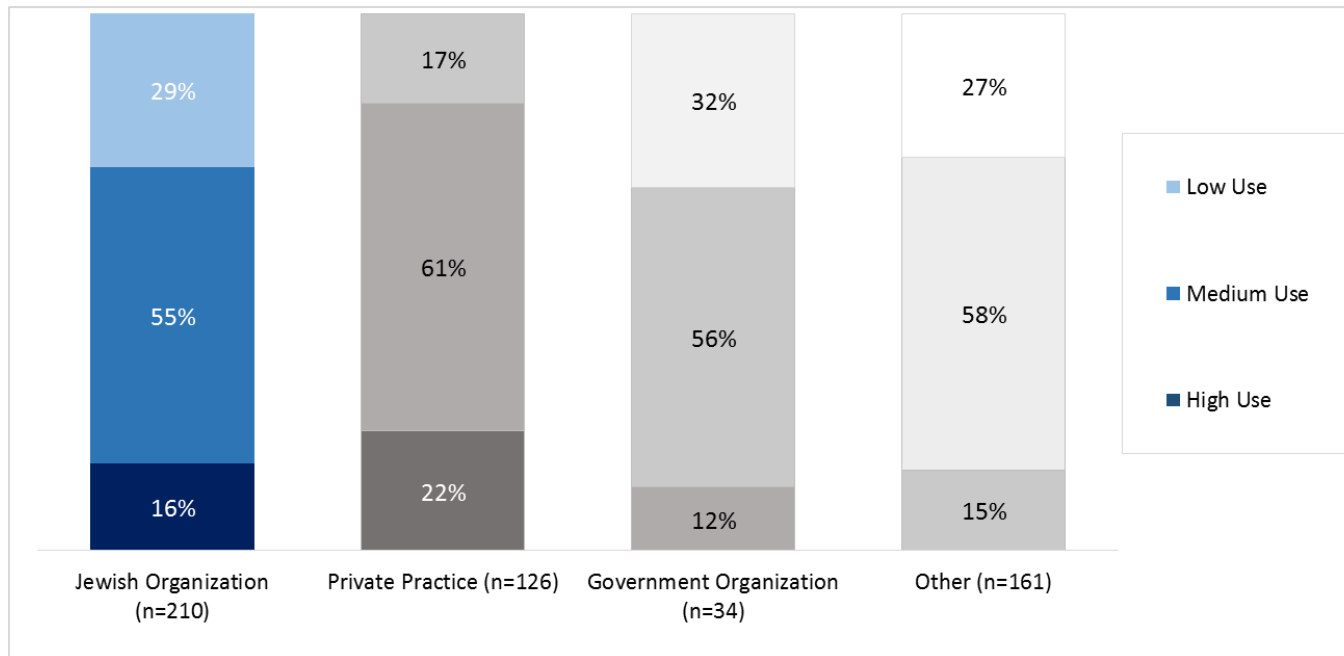
There is low satisfaction with their own facility and a higher perception of Jewish facilities by all other users of Senior Residential facilities

An appealing facility is the top motivating factor to use a Jewish facility

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Those who use senior residential services generally need 2-4 services. If you have a higher need, you are more likely to go to a private facility

Senior Residential User

Extent of Need by Service Provider, all respondents
Distribution of Responses

Legend:
- Low Use
- Medium Use
- High Use

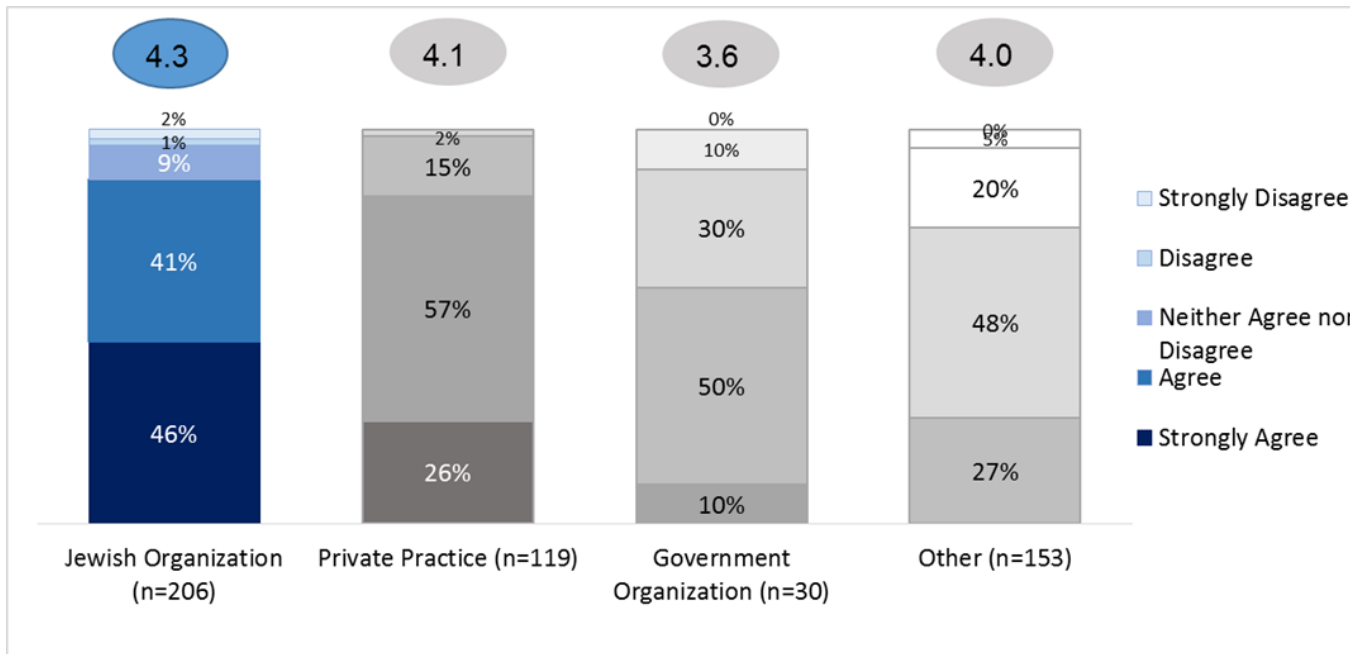| Jewish Organization (n=210)	Private Practice (n=126)	Government Organization (n=34)	Other (n=161)
29%	17%	32%	27%
55%	61%	56%	58%
16%	22%	12%	15%

Large differential in those who use government services compared to other service providers.

Perceived quality of Jewish senior residential facilities are much higher than of other service providers

Users' Likelihood-to-Recommend Their Own Agency

Average, % distribution of response

Private practice users are the highest need group, yet they fall off on their satisfaction. This suggests that there is an **opportunity** for Jewish organizations to reach out to those already in or looking to move to a private facility

Q54. I would recommend the senior residential services provided by this type of provider to a friend with a similar need.

There is a high need, low satisfaction with their own facility and a higher perception of Jewish facilities by all other users of senior residential facilities

Non-Users' Likelihood-to-Recommend Jewish Agency

Average, % strongly agree to strongly disagree

4.3 **4.0** **3.9** **4.1**

Jewish Organization (n=206): 2%, 1%, 9%, 41%, 46%
Private Practice (n=114): 2%, 2%, 21%, 46%, 29%
Government Organization (n=31): 0%, 0%, 23%, 61%, 16%
Other (n=144): 2%, 1%, 18%, 47%, 32%

Legend:
- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

The private sector is a key opportunity for the Jewish community.

Q54. I would recommend the senior residential services provided by this type of provider to a friend with a similar need.

DALLAS JEWISH COMMUNITY SCAN
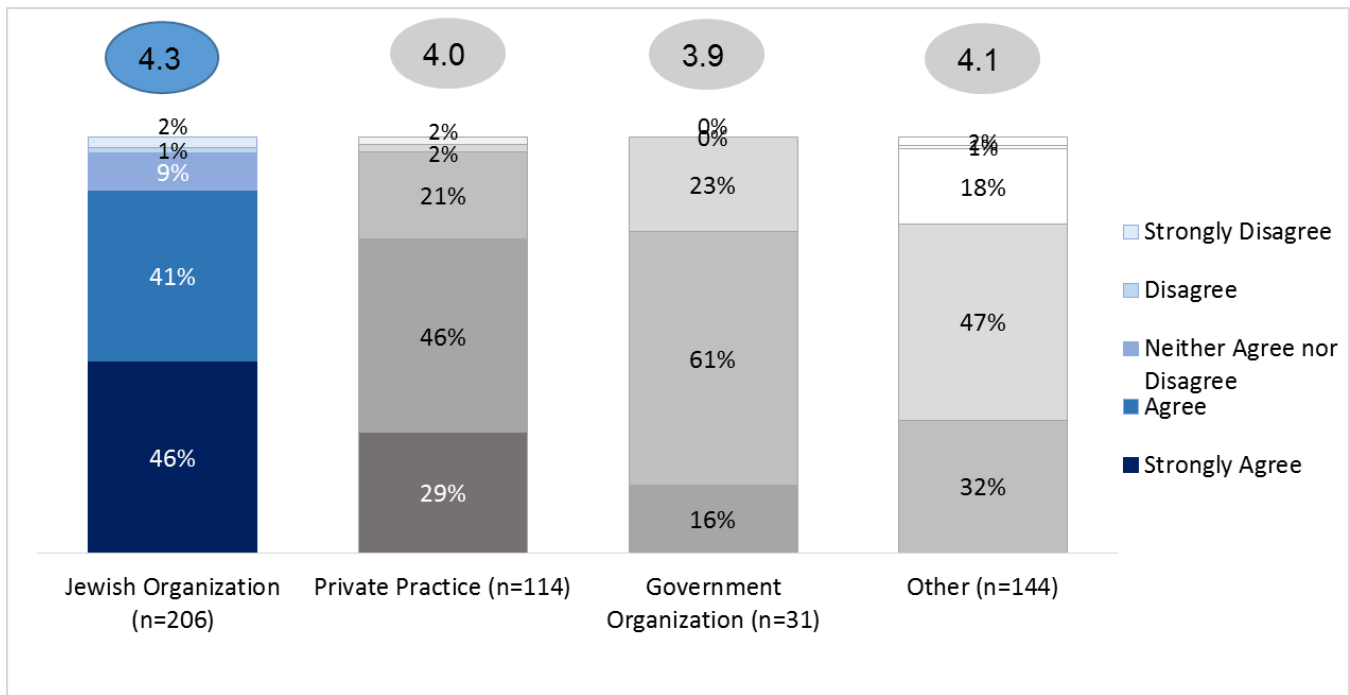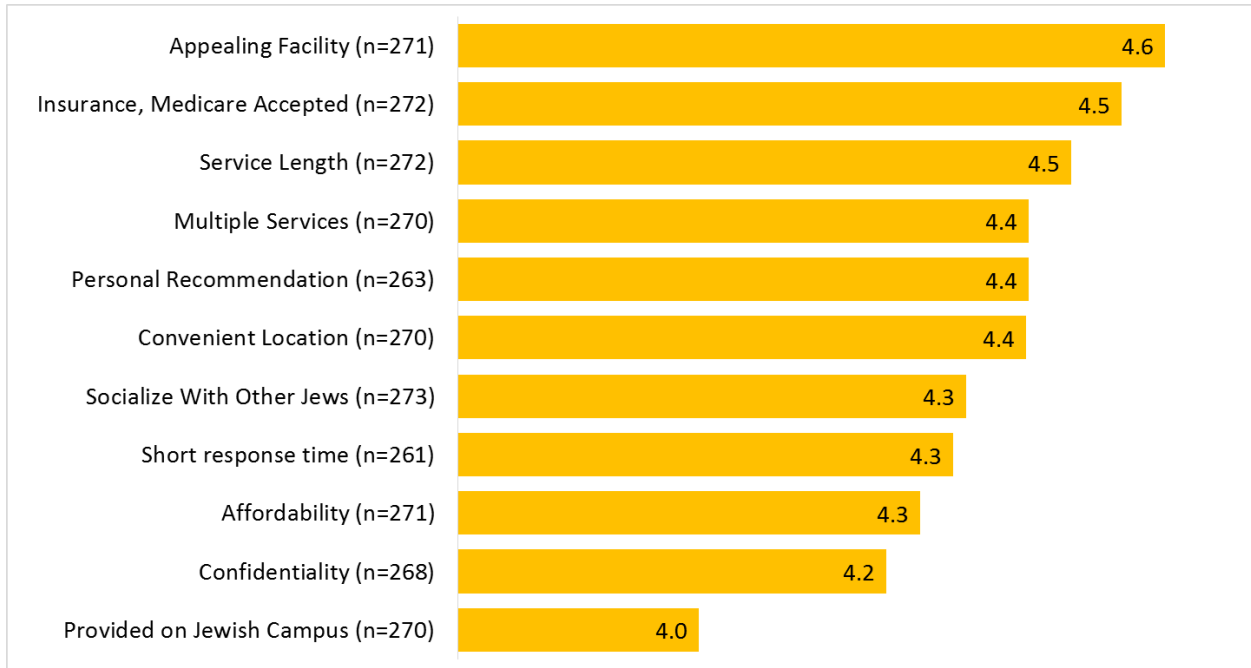A Connected Community. Stronger Together.

Measuring Success

"You only have one chance to make a first impression" – having an appealing facility is a very important factor

Motivation to Use Agency, Average Users and Non-Users of Jewish

Average (1-5 scale)

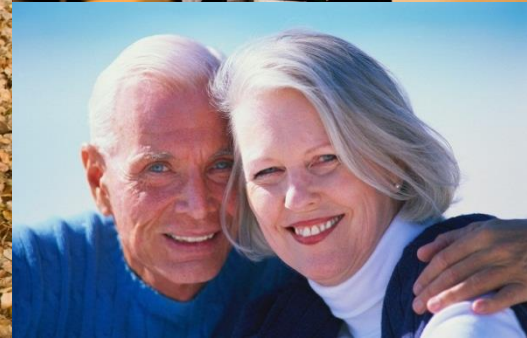| Factor	Average
Appealing Facility (n=271)	4.6
Insurance, Medicare Accepted (n=272)	4.5
Service Length (n=272)	4.5
Multiple Services (n=270)	4.4
Personal Recommendation (n=263)	4.4
Convenient Location (n=270)	4.4
Socialize With Other Jews (n=273)	4.3
Short response time (n=261)	4.3
Affordability (n=271)	4.3
Confidentiality (n=268)	4.2
Provided on Jewish Campus (n=270)	4.0

The ranking of socializing and having a Jewish campus indicates that Jewish matters to me, but that is not the largest priority for those seeking residential facilities

Q55. The following would motivate me to use senior residential services provided by the Jewish community.

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Findings: Senior Adult Assessment & Case Management

Overview: Senior adult assessment & case management

There is an opportunity for Jewish organizations to increase the number of high user participants to other Jewish service providers through by increasing enrollment in this area

Those who use the Jewish assessment services have a higher regard for them than those who use private practice, government or other non profits

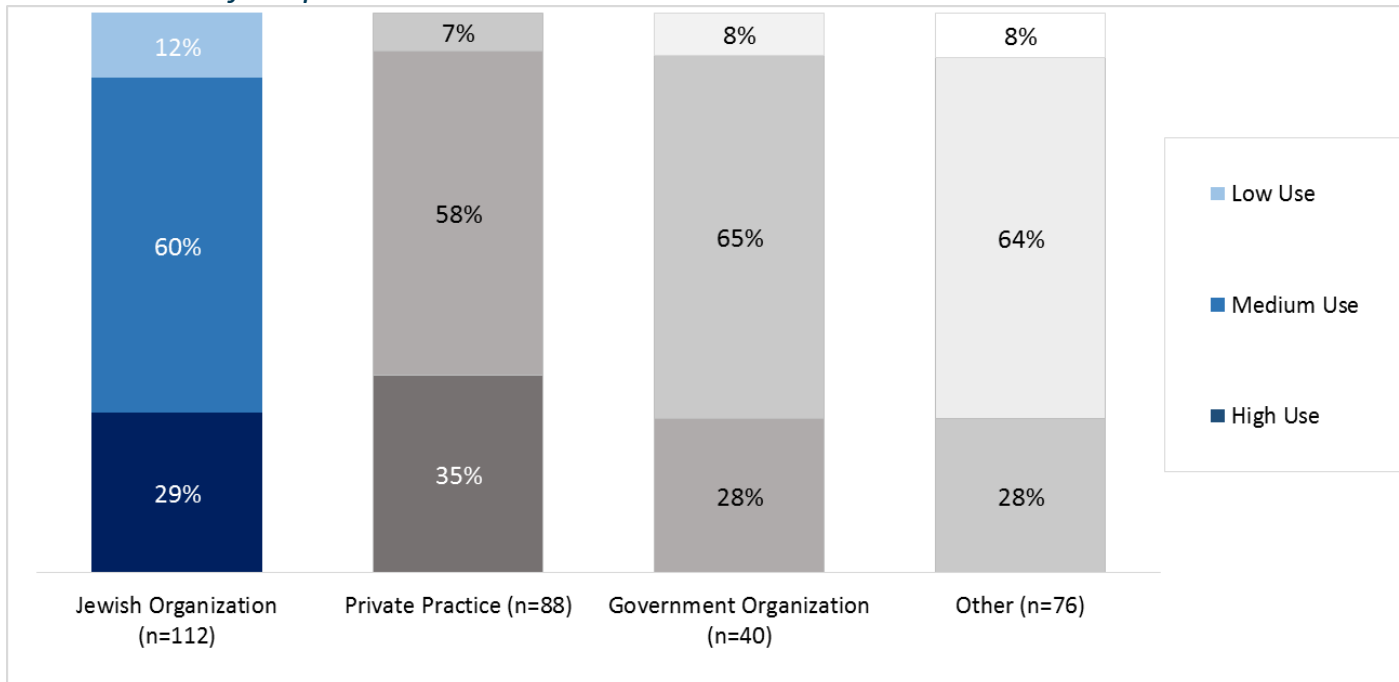Insurance coverage is the highest motivating factor in this service area

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Those who undertake senior assessment have the highest extent of need of any other service area

Extent of Need by Service Provider, all respondents
Distribution of Responses

|	Jewish Organization (n=112)	Private Practice (n=88)	Government Organization (n=40)	Other (n=76)
Low Use	12%	7%	8%	8%
Medium Use	60%	58%	65%	64%
High Use	29%	35%	28%	28%

These indicators raise the question regarding an opportunity to use Senior Assessment as a funnel for other social services

The perceived quality of Jewish organizations is high

Users' Likelihood-to-Recommend Their Own Agency

Average, % distribution of response
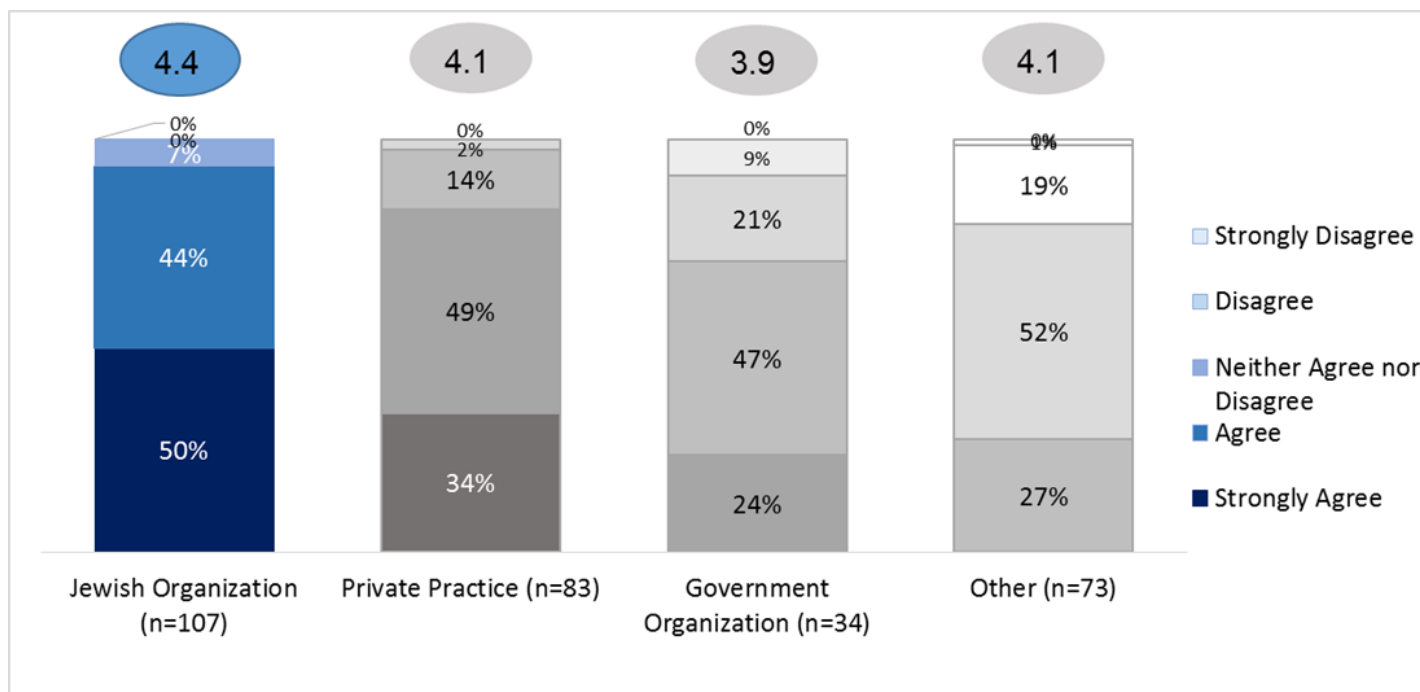
> Seniors having multiple needs represent a higher percentage of private providers, yet their satisfaction is lower than Jewish users

Q42. I would recommend the senior assessment and case management services provided by this type of provider to a friend with a similar need.
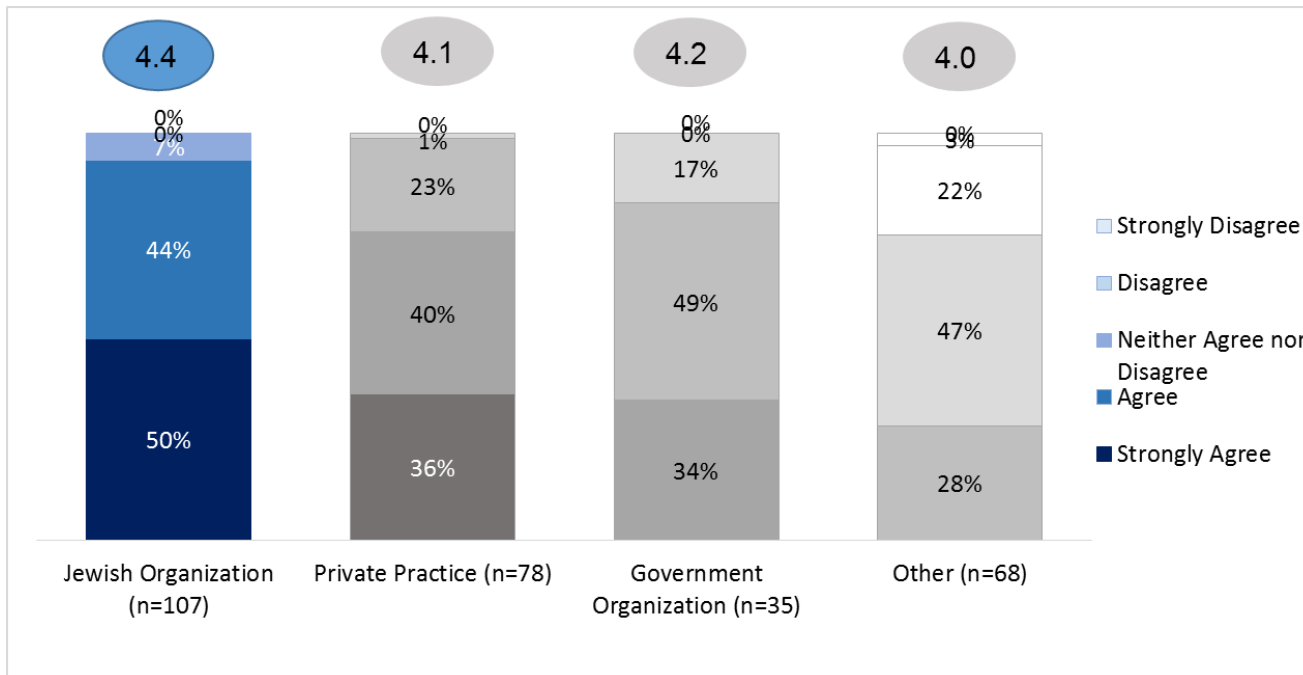
There is an opportunity for Jewish organizations to increase the number of high-user participants in their assessment in an effort to bring more people into Jewish facilities

Sr. Assessment User

Non-Users' Likelihood-to-Recommend Jewish Agency

Average, % strongly agree to strongly disagree

- Those who use other agencies are less satisfied
- The data suggest that once they go through the assessment, they are more likely to continue using providers that are recommended at that time.
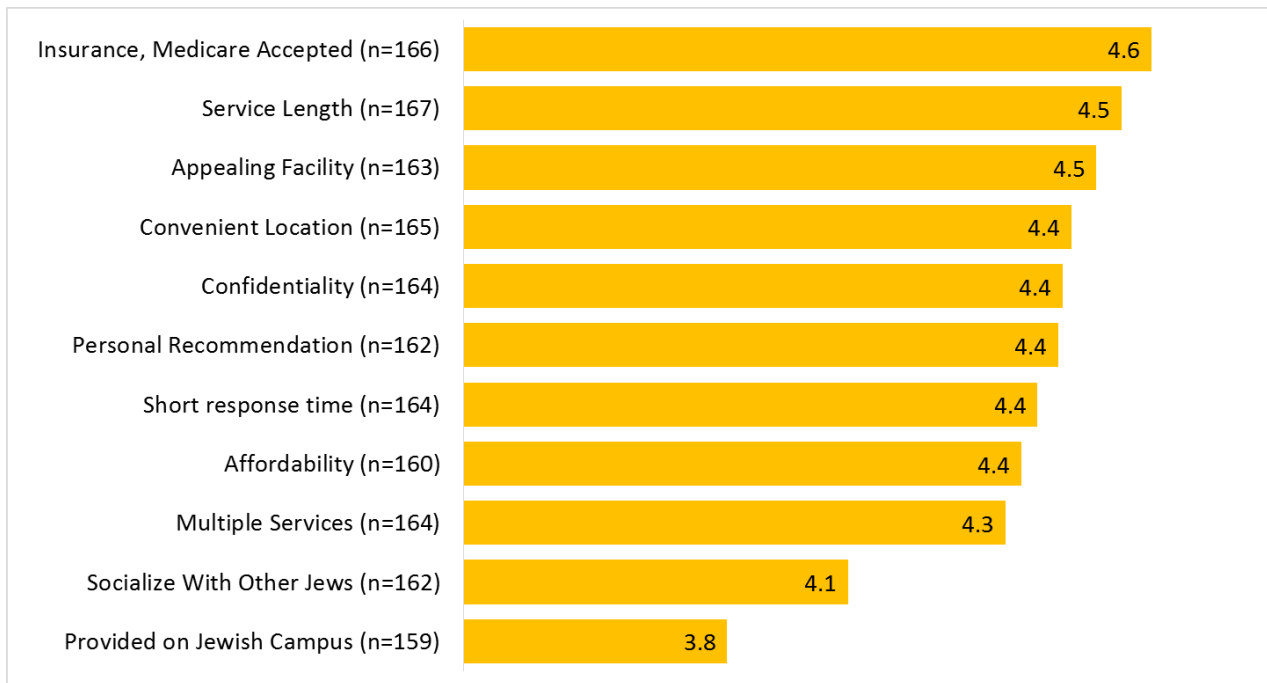- We infer from earlier data that moving once they are already there is difficult.

Q42. I would recommend the senior assessment and case management services provided by this type of provider to a friend with a similar need.

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

Insurance coverage ranks highly to motivate people to use a Jewish provider for Senior Assessment

Motivation to Use Agency, Average Users and Non-Users of Jewish
Average (1-5 scale)

Insurance, Medicare Accepted (n=166)	4.6
Service Length (n=167)	4.5
Appealing Facility (n=163)	4.5
Convenient Location (n=165)	4.4
Confidentiality (n=164)	4.4
Personal Recommendation (n=162)	4.4
Short response time (n=164)	4.4
Affordability (n=160)	4.4
Multiple Services (n=164)	4.3
Socialize With Other Jews (n=162)	4.1
Provided on Jewish Campus (n=159)	3.8

Q59. The following would motivate me to use senior assessment and case management services provided by the Jewish community.

Findings: Career & Employment Services

Overview: Career and Employment Services

The perception for those who use private practice and government services is that the Jewish service is better than their own
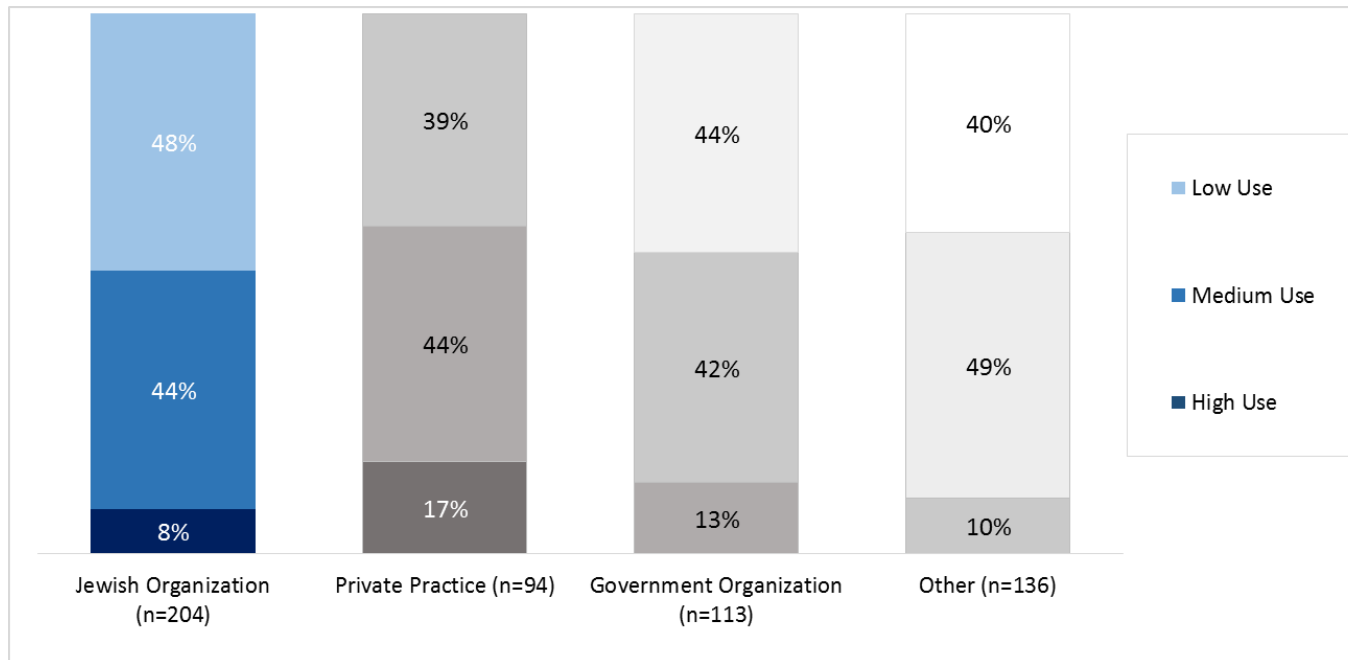
Those who use other non profit services have the same perception of service for their provider as they do to recommend a Jewish provider

Length of service and response time are important factors in determining agency utilization

Interestingly, Career & Employment Services are not a one-off need

Extent of Need by Service Provider, all respondents
Distribution of Responses

Legend:
- Low Use
- Medium Use
- High Use

Jewish Organization (n=204):
- 48%
- 44%
- 8%

Private Practice (n=94):
- 39%
- 44%
- 17%

Government Organization (n=113):
- 44%
- 42%
- 13%

Other (n=136):
- 40%
- 49%
- 10%

Jewish organizations and private practitioners serve the same number of people who have high need. Yet, this serves a larger percentage of private practice users.

This is one area where the average satisfaction for other non profit organizations is higher than Jewish, private practice or government organizations

Users' Likelihood-to-Recommend Their Own Agency

Average, % distribution of response
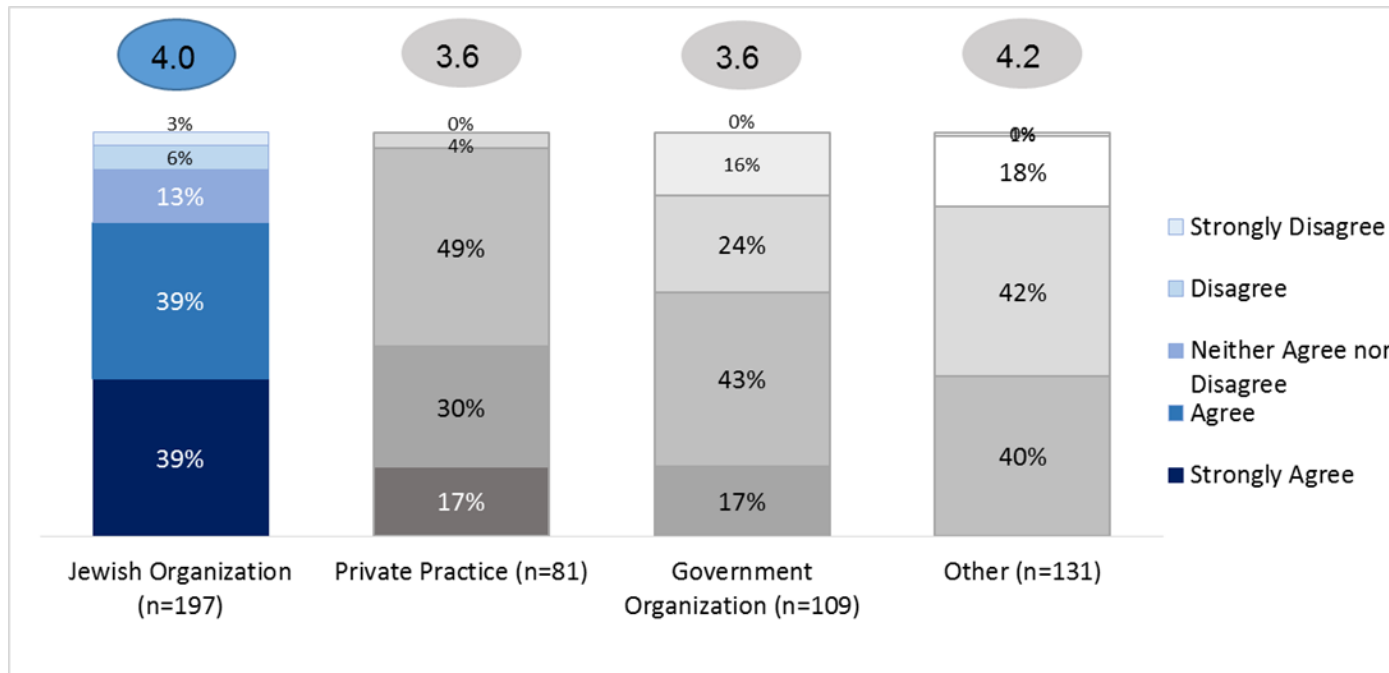
Q62. I would recommend the career and employment services provided by this type of provider to a friend with a similar need.
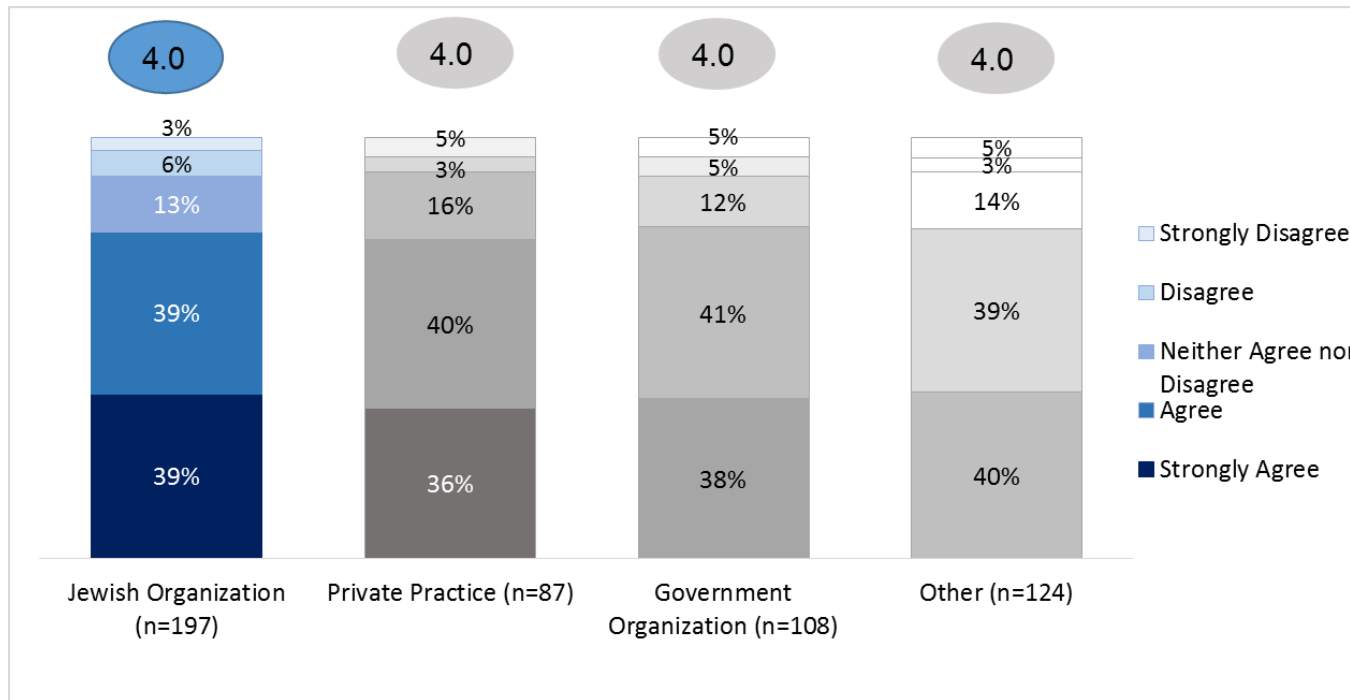
And yet, the perception for those who use private practice and government services is that the Jewish service is better than their own

Non-Users' Likelihood-to-Recommend Jewish Agency
Average, % strongly agree to strongly disagree

4.0 | **4.0** | **4.0** | **4.0**

Jewish Organization (n=197):
- Strongly Disagree: 3%
- Disagree: 6%
- Neither Agree nor Disagree: 13%
- Agree: 39%
- Strongly Agree: 39%

Private Practice (n=87):
- 5%
- 3%
- 16%
- 40%
- 36%

Government Organization (n=108):
- 5%
- 5%
- 12%
- 41%
- 38%

Other (n=124):
- 5%
- 3%
- 14%
- 39%
- 40%

Legend:
- Strongly Disagree
- Disagree
- Neither Agree nor Disagree
- Agree
- Strongly Agree

This is another area of opportunity for the community to expand the services it provides to its clients and potentially its reach to others

Q62. I would recommend the career and employment services provided by this type of provider to a friend with a similar need.
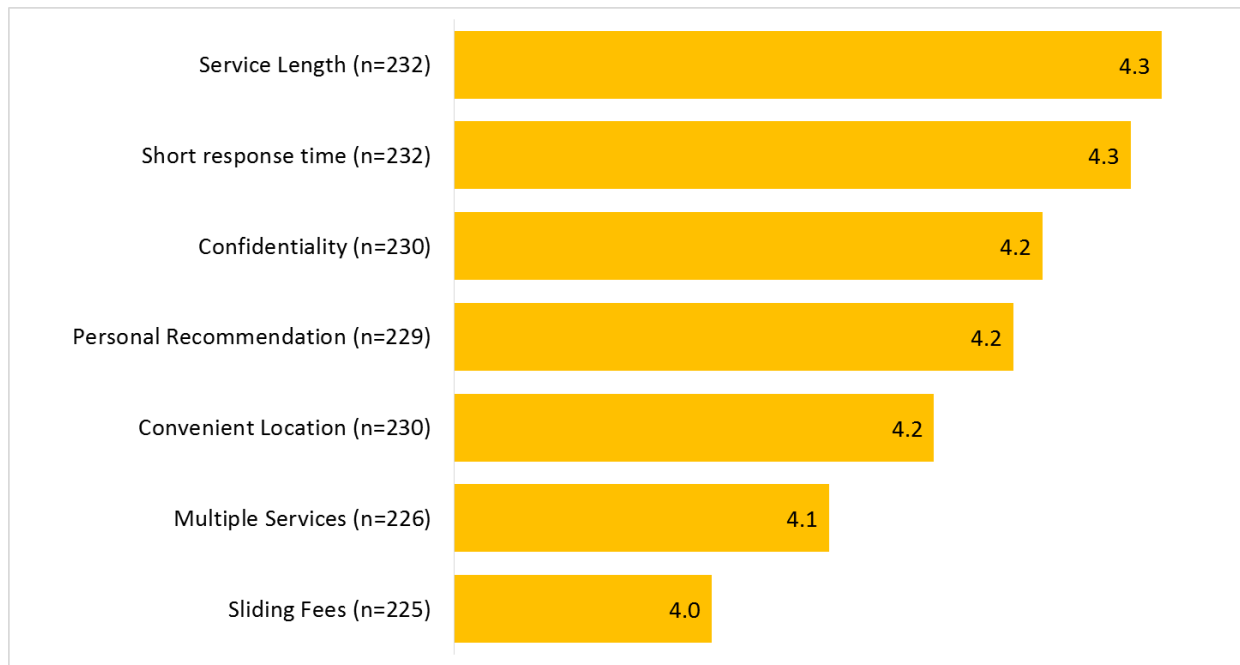
DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success

For career services, length of service and response time are important factors in determining agency utilization

Career Services User

Motivation to Use Agency, Average Users and Non-Users of Jewish

Average (1-5 scale)

Service Length (n=232)	4.3
Short response time (n=232)	4.3
Confidentiality (n=230)	4.2
Personal Recommendation (n=229)	4.2
Convenient Location (n=230)	4.2
Multiple Services (n=226)	4.1
Sliding Fees (n=225)	4.0

Q63. The following would motivate me to use career and employment services provided by the Jewish community.

Findings: Home Health Care

Overview: Home Health Care

Those who use Jewish services have a higher extent of need than those who use private practice, government or other non profit services
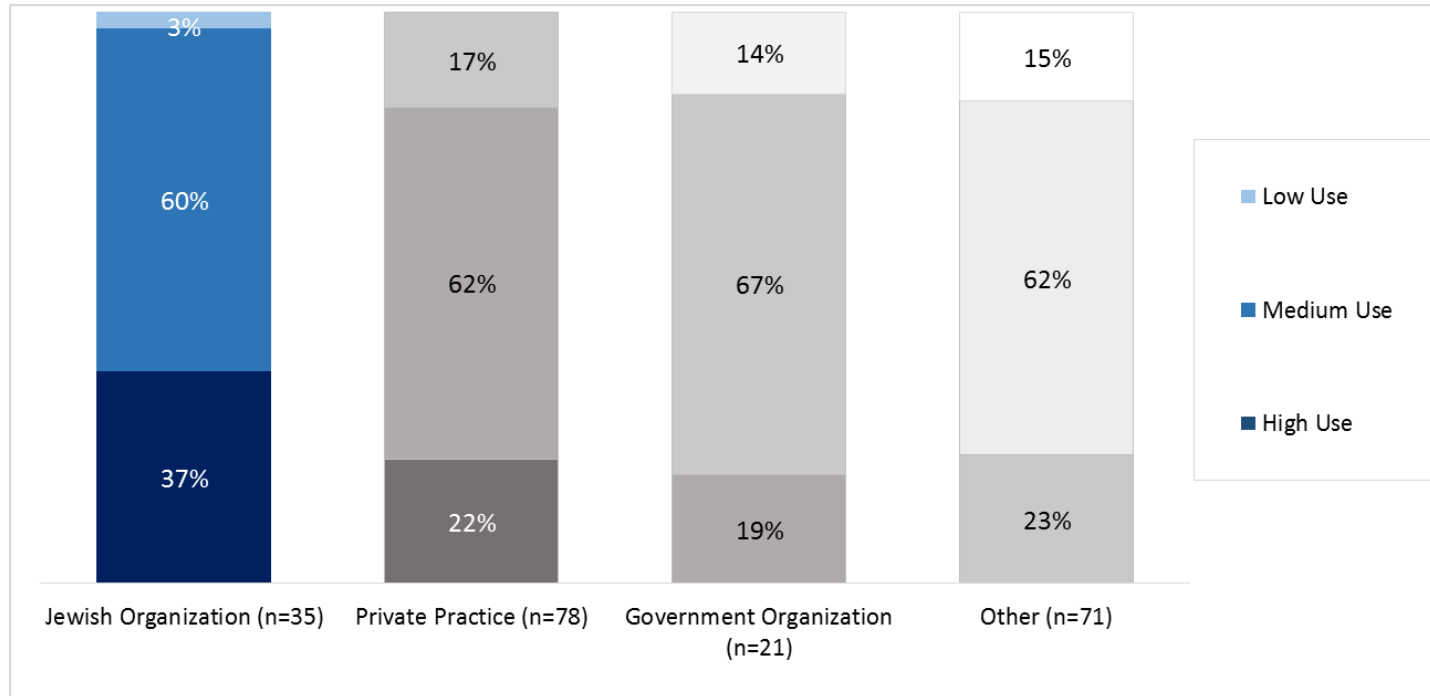
There is an opportunity to increase enrollment from those who use government services or other non profits as their perception of the Jewish service is higher than their own

Insurance is the top motivating factor for home health care services

Those who use Jewish providers of home health care have a higher extent of need than others

Extent of Need by Service Provider, all respondents
Distribution of Responses

Legend:
- Low Use
- Medium Use
- High Use

Jewish Organization (n=35)	Private Practice (n=78)	Government Organization (n=21)	Other (n=71)
3%	17%	14%	15%
60%	62%	67%	62%
37%	22%	19%	23%

DALLAS JEWISH COMMUNITY SCAN
A Connected Community. Stronger Together.

Measuring Success
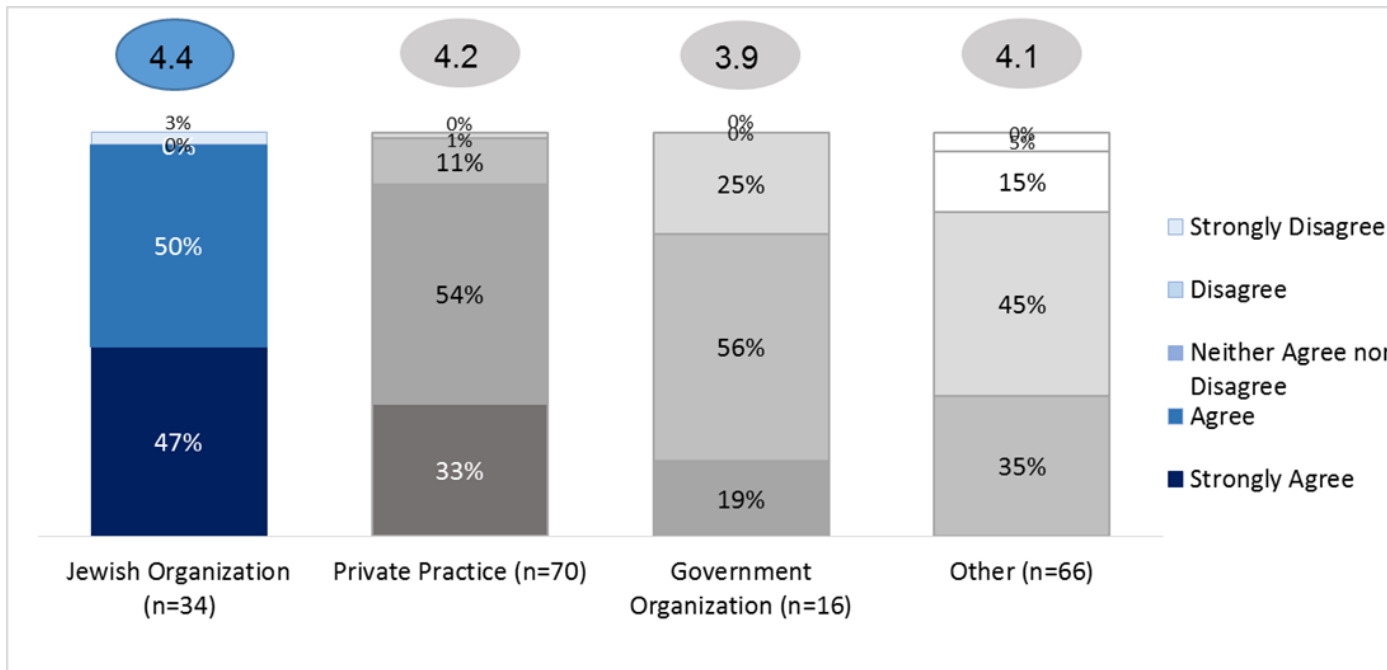
Private practice clients are not as satisfied with their own service as those who use Jewish services

Users' Likelihood-to-Recommend Their Own Agency

Average, % distribution of response

Q86. I would recommend the home health care services provided by this type of provider to a friend with a similar need.

But, those who use private practice have a much lower perception of Jewish service providers than those who use government or other non profits

Non-Users' Likelihood-to-Recommend Jewish Agency

Average, % strongly agree to strongly disagree

Jewish Organization (n=34): 4.4
- 3% (Strongly Disagree)
- 0%
- 50% Agree
- 47% Strongly Agree

Private Practice (n=55): 3.8
- 0%
- 0%
- 40%
- 44%
- 16%

Government Organization (n=15): 4.1
- 0%
- 0%
- 20%
- 53%
- 27%

Other (n=46): 4.2
- 0%
- 17%
- 43%
- 39%

Legend:
- ☐ Strongly Disagree
- ☐ Disagree
- ☐ Neither Agree nor Disagree
- ☐ Agree
- ■ Strongly Agree

Although these sample sizes are small, the data are dramatic in suggesting that there is a perception problem with Jewish organizations.

Q86. I would recommend the home health care services provided by this type of provider to a friend with a similar need.

DALLAS JEWISH COMMUNITY SCAN
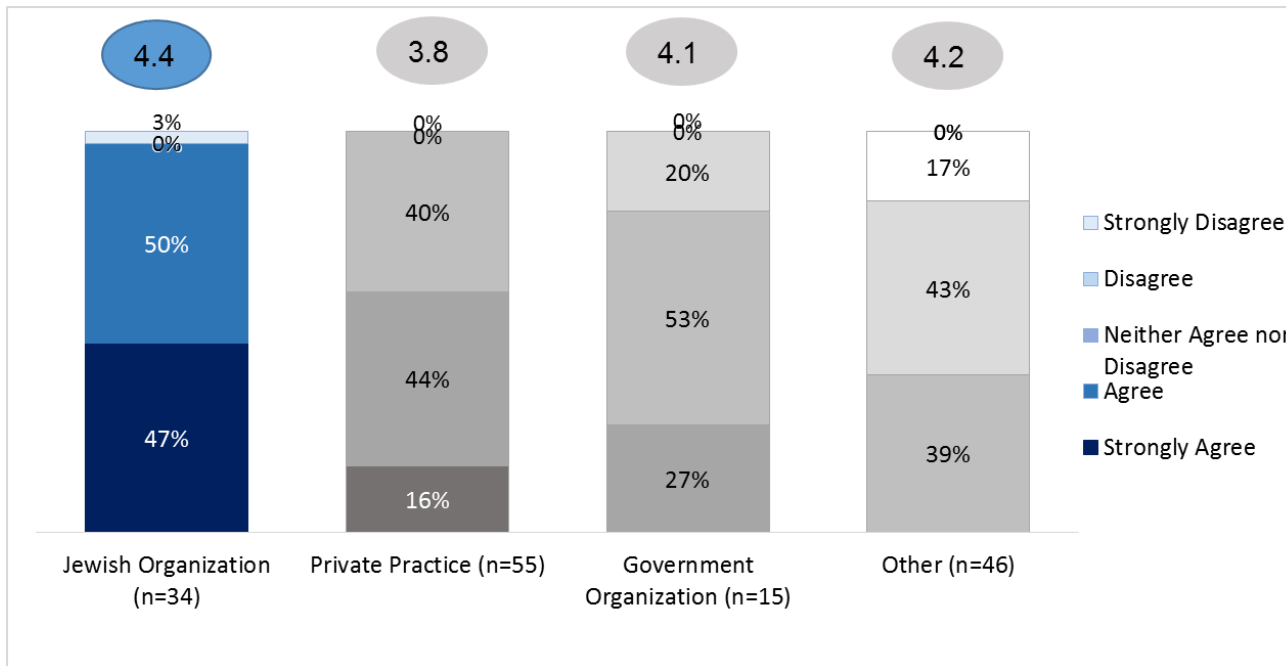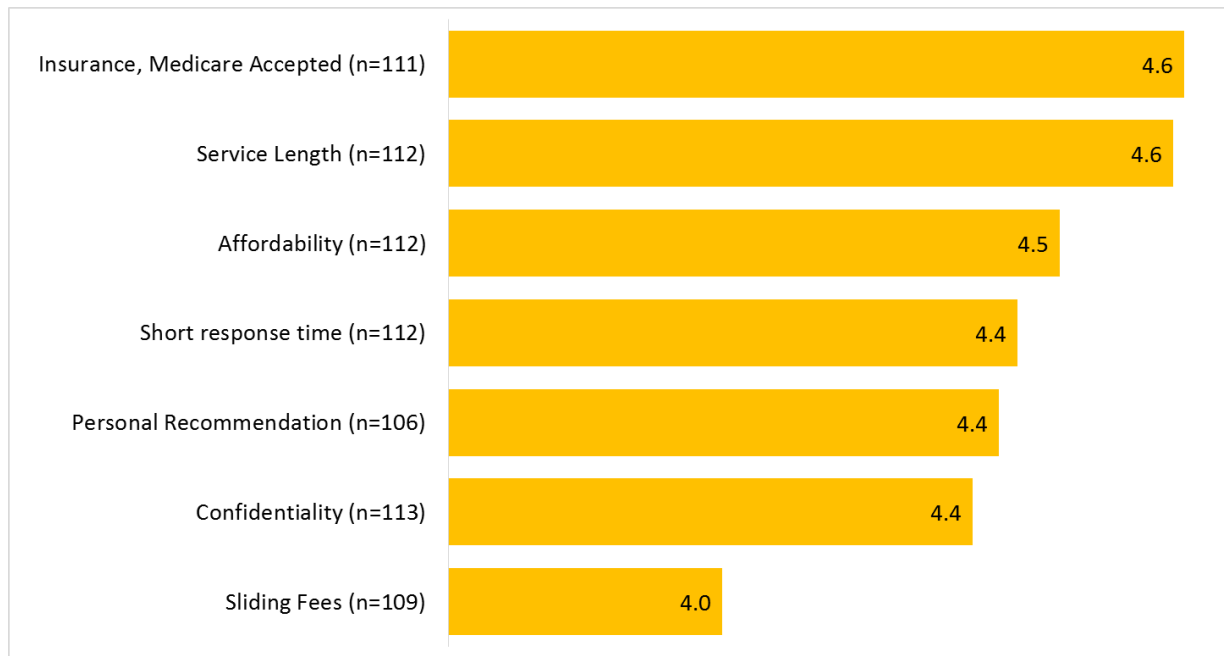*A Connected Community. Stronger Together.*

Measuring Success

The gap between motivation for sliding fees and insurance indicate that they will use where insurance is accepted

Motivation to Use Agency, Average Users and Non-Users of Jewish
Average (1-5 scale)

Insurance, Medicare Accepted (n=111)	4.6
Service Length (n=112)	4.6
Affordability (n=112)	4.5
Short response time (n=112)	4.4
Personal Recommendation (n=106)	4.4
Confidentiality (n=113)	4.4
Sliding Fees (n=109)	4.0

Q87. The following would motivate me to use home health care services provided by the Jewish community.