

TEMPLE BETH AM STRATEGIC PLAN: 2017-20

Community Survey: High-Level Results and Findings

Survey Participation

- **Excellent Response:** In total, 426 people responded to the survey
- This is about 30% of adult Members (1,458)
- 69% of respondents identify as Female; 30% as Male
- No Children at Home: 59%; 2-4 children at home: 27%; 1 Child at Home: 14%
- Age distribution and tenure at Temple tracks with our membership

Membership: Why Do You Belong to Temple Beth Am?

- More than 70% said they want to connect with the local Jewish community
- More than 50% want to be engaged in worship, spiritual practice of personal growth
- More than 36% support TBA's social action values and activities
- 32% said they belong because of the Religious School

What Activities or Opportunities are Most Important to You?

- More than 60% said worship, spiritual and personal growth are most important
- 52% said that community connection and social activities are most important

What is Your Family's Participation in Religious School?

- 74% have children that either did attend or currently attend Religious School

Engagement with the TBA Community: Respondents are Relatively Engaged

- Close to 88% of members attend High Holy Days services
- 66% attend services at least six times per year
- Almost 64% attend social or holiday events
- Almost 50% attend education programs

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Community Survey: High-Level Results and Findings (Cont.)

How well is Temple Communicating?

What We Do Best:

- **Worship:** Over 91% said communication was very good or excellent
- **Programs and Activities:** Almost 87 % said communication was very good or excellent

Room for Improvement:

- **Pastoral Care Communication:** 39% said communication was very good or excellent; 44% said communication was fair or good
- **Volunteer Opportunities:** 54% said that communication was very good or excellent; 43% said it was fair or good
- **TBA's Vision and Goals:** Less than 18% said that communication was excellent; 26% said it was excellent; 37% said it was Good; 18.5% said it was Fair to Poor
- **Communication about Finances:** Received the lowest percentage of "excellent" responses – 11.5%; 22% said Very Good; 30% said Good; 32% said Fair to Poor.
- **Leadership Opportunities:** 12% said communication was Excellent; 22% said Very Good; 33% said Good; 26.5% said Fair to Poor.

Willingness to "Invest" Money and Time in Temple

- **Level of Financial Support:** 70% of respondents said it was a Very High/High Priority

Willingness to Serve in a Leadership Position (w/in 5 Years): Untapped Potential

- **113 People Said Yes – 26% of Respondents**