PHASE II LISTENING CAMPAIGN RESULTS

APRIL 10, 2018
PHASE II LISTENING CAMPAIGN SESSIONS

▪ HELD OCTOBER 1, 2017 - DECEMBER 2, 2017

▪ 18 LAY-LED SESSIONS HELD AT CONGREGANTS’ HOMES AND TEMPLE SINAI

▪ 182 PEOPLE PARTICIPATED IN THE PHASE II PROCESS RELATED TO THE FOLLOWING TOPICS:
  ▪ 63 Clergy
  ▪ 45 Board of Trustees
  ▪ 43 Religious School
  ▪ 41 Young Professional & Volunteer Engagement
  ▪ 23 Congregants participated in two (2) sessions
DEMOGRAPHIC BREAKDOWN OF PARTICIPANTS

- **18-40 YRS OLD**
- **40-55 YRS OLD**
- **55+ YRS OLD**

**Board of Trustees**
- 18-40 Yrs Old: [Bar Value]
- 40-55 Yrs Old: [Bar Value]
- 55+ Yrs Old: [Bar Value]

**Clergy**
- 18-40 Yrs Old: [Bar Value]
- 40-55 Yrs Old: [Bar Value]
- 55+ Yrs Old: [Bar Value]

**Religious School**
- 18-40 Yrs Old: [Bar Value]
- 40-55 Yrs Old: [Bar Value]
- 55+ Yrs Old: [Bar Value]

**Young Professional & Family Engagement**
- 18-40 Yrs Old: [Bar Value]
- 40-55 Yrs Old: [Bar Value]
- 55+ Yrs Old: [Bar Value]
# Average Length of Membership at Temple Sinai

<table>
<thead>
<tr>
<th>Class</th>
<th>Min.</th>
<th>Max.</th>
<th>Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-40 Yrs Old</td>
<td>0</td>
<td>9</td>
<td>4.3 Yrs</td>
</tr>
<tr>
<td>40+ 55 Yrs Old</td>
<td>3</td>
<td>23</td>
<td>13.5 Yrs</td>
</tr>
<tr>
<td>55+ Yrs Old</td>
<td>8</td>
<td>50</td>
<td>22.2 Yrs</td>
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PHASE II PROCESS

- Participants signed up via website and from direct solicitation from Facilitators.
- Attended sessions in Congregants’ homes or Temple Sinai
- Facilitator and note-taker reviewed notes and sent to Executive Director for compilation.
RESULTS

BOARD OF TRUSTEES
QUESTION 1: WHAT IS YOUR VISION OF AN EFFECTIVE BOARD OF TRUSTEES?

18-40 YRS OLD
- Accessibility & Transparency.
- Not engaged in hiring or firing of staff; let staff and clergy run the Temple.
- Board deals with strategy.

40+ 55 YRS OLD
- Accessibility & Transparency.
- Protect assets of Temple Sinai.
- Board helps Congregants with the Temple.
- Always working on exit plan- i.e., “train next group of leaders.”
- Growing and not just sustaining the organization.

55+ YRS OLD
- Accessibility & Transparency.
- Show leadership and set policy and strategic goals.
- Leadership: tell us where we are going and where we have been.
- A Properly trained Board who know their jobs.
- Partnership with Rabbi/Executive Director: Board sets policy, strategy and goals- staff is execution.
## QUESTION 2: HOW DOES A BOARD OF TRUSTEES EFFECTIVELY COMMUNICATE WITH ITS MEMBERSHIP?

<table>
<thead>
<tr>
<th>18-40 YRS OLD</th>
<th>40+ 55 YRS OLD</th>
<th>55+ YRS OLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Always have a footprint at Temple Sinai- presence in Kesher, Services &amp; Events.</td>
<td>• Use multiple platforms to ensure communication with disengaged.</td>
<td>• Limit Executive Sessions so info is disseminated.</td>
</tr>
<tr>
<td>• Divide up the Board into subcommittees and empower them to make decisions &amp; communicate them.</td>
<td>• Assign Board member to each member.</td>
<td>• Place highlight of board meetings in weekly emails.</td>
</tr>
<tr>
<td>• Minutes on website.</td>
<td>• Attend Sinai events.</td>
<td>• Acknowledge different viewpoints, even if decision is to go down a different path.</td>
</tr>
<tr>
<td>• Through collaboration with staff, membership and volunteers.</td>
<td>• Recap of Board meetings to congregation via email.</td>
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</table>
QUESTION 3: WHAT ARE THE OBLIGATIONS AND PRIORITIES FOR A BOARD OF TRUSTEES?

<table>
<thead>
<tr>
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<th>40+ 55 YRS OLD</th>
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</thead>
<tbody>
<tr>
<td>▪ Set priorities for organization.</td>
<td>▪ To fit the vision of the organization.</td>
<td>▪ Set policy and periodically obtain information through focus groups and other means.</td>
</tr>
<tr>
<td>▪ Ensure engagement with membership.</td>
<td>▪ Financial (fundraise &amp; stewardship).</td>
<td>▪ Make sure Temple is financially sound.</td>
</tr>
<tr>
<td></td>
<td>▪ Membership engagement (pre-neg instead of oneg).</td>
<td>▪ Implement priorities based upon mission statement.</td>
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<tr>
<td></td>
<td>▪ Ensure staff is executing Temple Sinai vision and objectives.</td>
<td>▪ Interact with community so everyone knows what direction we are steering in.</td>
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<tr>
<td></td>
<td>▪ Ensure sustained growth.</td>
<td>▪ Ensure mission is communicated with Congregation.</td>
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QUESTION 4: WHAT IS THE PROCESS FOR A BOARD OF TRUSTEES TO ATTRACT, DEVELOP AND VET NEW LEADERSHIP TO THE BOARD?

18-40 YRS OLD
- Leadership training and vibrant volunteer opportunities.
- Provide detailed descriptions for qualifications and talents needed.

40+ 55 YRS OLD
- Transparency in process (training/development).
- Internship program for members.
- Board service is no longer pinnacle of volunteerism today.
- Ensure diversity for the Board.

55+ YRS OLD
- Active committee where people can serve liaison/volunteers.
- Look for volunteers and people who want to be engaged.
- Need qualifications: conflict resolution/communication skills.
- Provide finite projects/committees to vet potential leaders.
- Create an annual meeting on how Board works, roles of staff, mission of Temple.
RESULTS

CLERGY
QUESTION 1: WHAT IS IMPORTANT TO YOU IN THE SPIRITUAL LEADERSHIP OF TEMPLE SINAI?

18-40 YRS OLD
- Be approachable and engaging, particularly with kids.
- Provide leadership and voice that brings safety to one’s soul.
- Connect with kids through music.
- Sermons with a spiritual connection.
- Rabbinical leadership that balances views out for entire congregation.

40+ 55 YRS OLD
- Be approachable & engaging.
- Help sick, perform with life cycle events.
- Connect with kids.
- Build and provide energy for weekly services.
- Explain prayers so we can connect with G’d.
- Sing tunes that we can all sing together.

55+ YRS OLD
- Be approachable & engaging.
- Educating, informing and speaking about Jewish reaction to events how we respond (Sermons).
- Create Alternative Service for Youth/connect with kids.
- Answer Congregant questions.
- Provide lively, upbeat Shabbat atmosphere & connect through song.
QUESTION 2: HOW DO YOU ENVISION INTERACTING AND COMMUNICATING WITH CLERGY IN THE 21ST CENTURY?

18-40 YRS OLD
- Weekly Parsha messages just like message from President.
- Published Office Hours.
- Use technology to reach younger people (Friday morning video/audio).
- Technology with a purpose to teach people.
- Online classes.

40+ 55 YRS OLD
- Expectation on how long it takes to return a message.
- Communicate in a way to connect with younger people (social media).
- Be at forefront of technology.
- Weekly Facebook message.

55+ YRS OLD
- Should feel like Clergy are always accessible.
- Anonymous suggestion box.
- Face and face interactions.
- Blogging.
- Sermons & songs that inspire.
- Online classes.
### QUESTION 3: WHAT ARE THE MOST IMPORTANT ASPECTS OF SERVICES TO YOU?

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>- Being able to sing along.</td>
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<tr>
<td>- Be open to services outside of Temple, including B’nei Mitzvahs.</td>
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<tr>
<td>- Time of Service (5pm for Tots).</td>
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<table>
<thead>
<tr>
<th>40+ 55 YRS OLD</th>
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<tbody>
<tr>
<td>- Sermons.</td>
</tr>
<tr>
<td>- Onegs.</td>
</tr>
<tr>
<td>- Feeling involved.</td>
</tr>
<tr>
<td>- Well-paced service that starts &amp; ends in timely manner.</td>
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<tr>
<td>- Selected Services - pick prayers to teach each month.</td>
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<tr>
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<tbody>
<tr>
<td>- Connect with people.</td>
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<tr>
<td>- Time of Service (7pm “no man’s land”).</td>
</tr>
<tr>
<td>- Being able to connect with our soul, but difficult with young kids making noise.</td>
</tr>
<tr>
<td>- Inspirational sermons.</td>
</tr>
<tr>
<td>- Building community &amp; connections (cost-effective Shabbat dinners).</td>
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<tr>
<td>- More Congregational involvement in services.</td>
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</table>
QUESTION 4: WHAT DOES BEING JEWISH LOOK LIKE YOU TO YOU IN THE 21ST CENTURY?

18-40 YRS OLD
▪ Better and more dynamic programming.
▪ New form of sisterhood/brotherhood.
▪ Volunteerism
▪ Boutique options: Judaism by choice/programs by choice.

40+ 55 YRS OLD
▪ Additional women’s programming.
▪ More community service and meaningful volunteer opportunities.

55+ YRS OLD
▪ Get people to participate in community setting.
▪ New form of sisterhood/brotherhood.
▪ Volunteerism- Chai (18) Hours.
▪ Orthodox or Reform.
RESULTS

RELIGIOUS SCHOOL
**QUESTION 1: WHY DO YOU SEND YOUR KIDS TO RELIGIOUS SCHOOL?**

<table>
<thead>
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<th>40+ 55 YRS OLD</th>
<th>55+ YRS OLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Important to have strong Jewish education and connection to community.</td>
<td>Want children to have Jewish friends and build a strong community.</td>
<td>n/a</td>
</tr>
<tr>
<td>Cultural and social Jewish experience for kids.</td>
<td>Connection to Israel</td>
<td></td>
</tr>
<tr>
<td>Want children to learn other opinions and perspectives on Judaism.</td>
<td>Understand the meaning behind Jewish culture and values.</td>
<td></td>
</tr>
<tr>
<td>Want children to have Jewish Identity (B’nei Mitzvah).</td>
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QUESTION 2: HOW DO YOU ENVISION YOUR CHILDREN BECOMING MORE ENGAGED IN TEMPLE SINAI RELIGIOUS SCHOOL?

18-40 YRS OLD
- Being engaged with Teachers & Clergy.
- Chance to meet & learn from all Clergy.
- Engagement with curriculum and information.
- Home-school connection (second track for more involved parents)
- Too much discussion on Holidays and not enough on values.
- Replicate Jewish camp experience.
- More family programming.

40+ 55 YRS OLD
- Strong connection to Teachers & Clergy.
- Change to meet and learn from all Clergy.
- Project based learning vs. traditional school model.
- Opportunity for global learning with families.

55+ YRS OLD
- n/a
QUESTION 3: HOW WOULD YOUR CHILD(REN) DESCRIBE HIS/HER/THEIR TEMPLE SINAI RELIGIOUS SCHOOL EXPERIENCE TO A FRIEND?

18-40 YRS OLD
- Boring (not very interesting).
- Dan “The Music Man” is the program.
- If based on service projects, Religious School is great.

40+ 55 YRS OLD
- Come to Religious School to be with their friends.
- Not applying real world issues to Judaic learning.

55+ YRS OLD
- n/a
QUESTION 4: HOW CAN WE HELP BUILD CONNECTIONS BETWEEN YOUR STUDENT, YOUR FAMILY AND RELIGIOUS SCHOOL?

18-40 YRS OLD
- Subsidized Shabbat dinners for Religious School Families.
- Mitzvah Day for Students.
- Babysitting offered for parents on Friday Night Services.
- Sinai Sundays that offer experiences and not just learning.
- Better nexus/communication from teachers to parents.
- Camp spirit within Religious School.

40+ 55 YRS OLD
- Shabbat dinners for Religious School families.
- “Take home” projects (Challah baking).
- Camp spirit within Religious School.
- Mitzvah day programming for families.

55+ YRS OLD
- n/a
RESULTS

YOUNG PROFESSIONAL AND FAMILY ENGAGEMENT
QUESTION 1: HOW WOULD YOU ENVISION YOUNG PROFESSIONALS AND FAMILIES BECOMING MORE ENGAGED WITH TEMPLE SINAI?

18-40 YRS OLD
- More ownership in programming.
- Programs with a “twist” (dynamic programming).
- When next rabbinic search happens, focus on a young Rabbi to engage with families.
- Programs that start at 5pm.
- Emails to just young families (email group).
- Use of social media.

40+ 55 YRS OLD
- Defined programming-hikes/Shabbat dinners/skiing/dynamic leadership programs.
- Not interested in typical synagogue programs.
- Social media outreach/creative approaches.

55+ YRS OLD
- Music/Politics and Israel.
- New Homeowner classes.
- Small group programs that build relationships.
- Rock Shabbat followed by dinner (pay as you can).
- Use of social media.
QUESTION 2: WHAT WOULD MAKE A LEADERSHIP POSITION MEANINGFUL TO YOUNG PROFESSIONALS AND FAMILIES AT TEMPLE SINAI?

18-40 YRS OLD
- Empowering volunteer to engage with other families.
- Meaningful volunteerism with concrete metrics and follow through.

40+ 55 YRS OLD
- A young professional trip to Israel.
- Earmarked board of trustee seats.
- A staff member that is directly within this demographic.
- Youth Director that is also Young Professional Director.

55+ YRS OLD
- Dynamic programming.
- Programming that is fun, Judaism will follow.
- Divert $1/month of dues for entire congregation to Young Adult & Family programs.
QUESTION 3: WHAT ARE THE IMPORTANT CONNECTIONS BETWEEN YOUNG PROFESSIONALS AND FAMILIES AND THEIR JEWISH SPIRIT?

18-40 YRS OLD
- Bringing traditions home ("how to" for home programs).
- Creating family programs that work for the families (sense of ownership).
- Developmental programming (show a flow chart of why we are creating programs and how it fits).

40+ 55 YRS OLD
- Inclusiveness- breaking down barriers between Reform/Conservative/Orthodox.
- Being part of a Chavurah.
- Being more open-minded with interfaith marriages.

55+ YRS OLD
- Creating programs off-sight to avoid stigma of Temples.
- Adding Denver Young Adult events to Sinai calendar to become a nexus point.
- Valuable programming (social action/ancestry genetic testing/politics/history).
QUESTION 1: HOW WOULD YOU ENVISION YOUNG PROFESSIONALS AND FAMILIES BECOMING MORE ENGAGED WITH TEMPLE SINAI?

• Dynamic Preschool Programming
  • Young Adult Shabbat that is inexpensive and in peoples’ homes (potluck style)
• Beer Havdallahs
• Welcoming Committee (not just a call or email/full Committee)
• Strategic Programming
  • Welcome to Denver Parties
  • Group activities
  • Jewish cooking
  • Single Events (in homes)
  • Yoga/meditation

Barriers

• Hard to get to services at 6pm
• Would go to Shabbat Dinner over services
• Hold services around City (downtown Bar)
• Dues (too expensive)
  • Intimidating message
  • Sit down with welcoming committee after you come to event.
  • What do dues cover? Educational knowledge needed
QUESTION 2: What would make a leadership position meaningful to young professionals and families at Temples, specifically Temple Sinai?

- Resume Building activities
- Young Board of Trustees
- Outreach Committee

QUESTION 3: What are the important connections between young professionals and families and their Jewish spirit?

- Friends, it’s not as much about Religious. Jewish friends go to Jewish Colorado and have no desire to go to services.
- Community Benefit: help with issues in the world.
- Preschool and Kids Services: more valuable than regular services. Needs to be dynamic and at good time.