



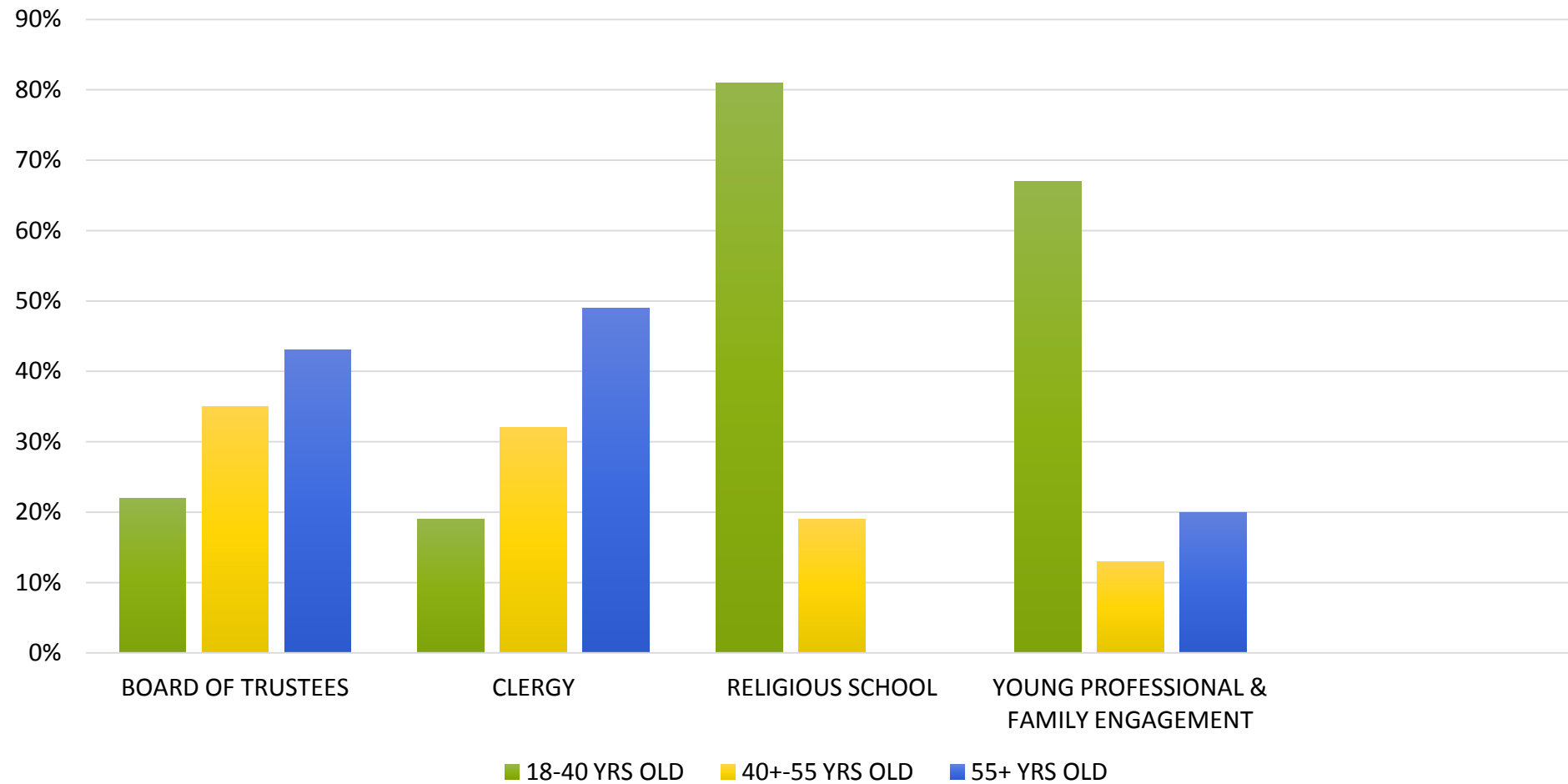
PHASE II LISTENING CAMPAIGN RESULTS

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

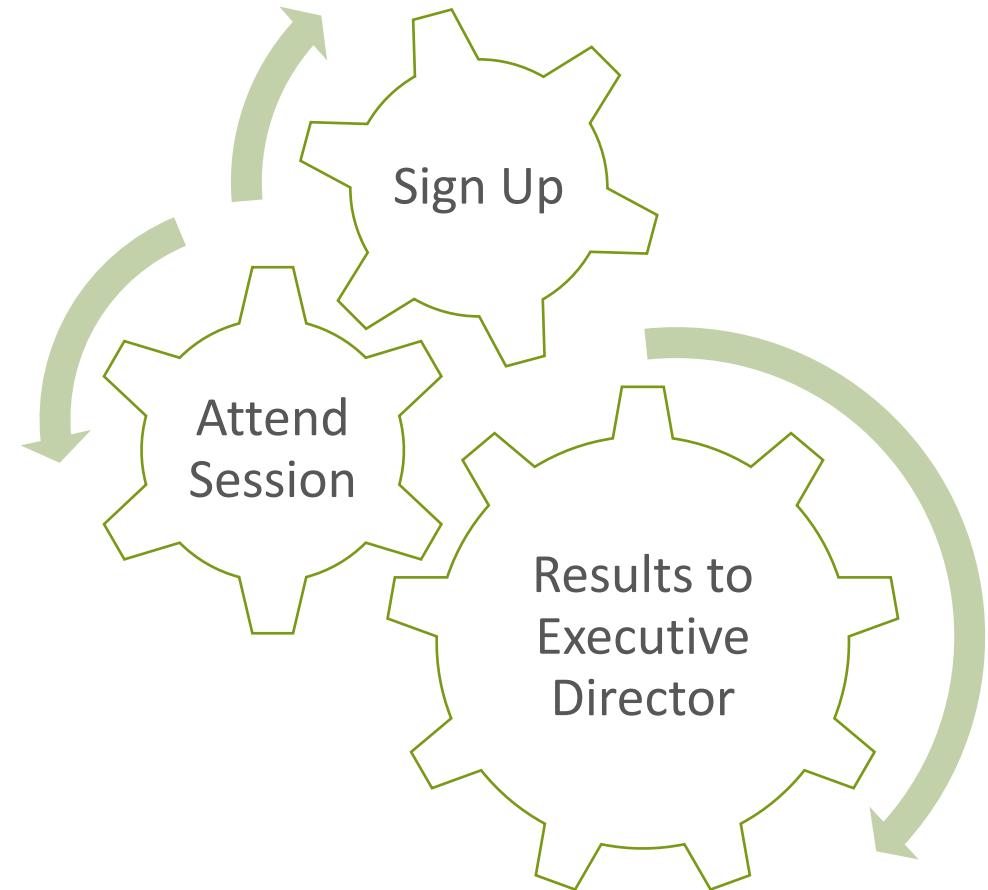


AVERAGE LENGTH OF MEMBERSHIP AT TEMPLE SINAI

Class	Min.	Max.	Avg.
18-40 Yrs Old	0	9	4.3 Yrs
40+ 55 Yrs Old	3	23	13.5 Yrs
55+ Yrs Old	8	50	22.2 Yrs

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?

18-40 YRS OLD

- Always have a footprint at Temple Sinai- presence in Kesher, Services & Events.
- Divide up the Board into subcommittees and empower them to make decisions & communicate them.
- Minutes on website.
- Through collaboration with staff, membership and volunteers.

40+ 55 YRS OLD

- Use multiple platforms to ensure communication with disengaged.
- Assign Board member to each member.
- Attend Sinai events.
- Recap of Board meetings to congregation via email.
- Require board members to engage with people they don't know.
- Minutes on website.

55+ YRS OLD

- Limit Executive Sessions so info is disseminated.
- Place highlight of board meetings in weekly emails.
- Acknowledge different viewpoints, even if decision is to go down a different path

QUESTION 3: WHAT ARE THE OBLIGATIONS AND PRIORITIES FOR A BOARD OF TRUSTEES?

18-40 YRS OLD

- Set priorities for organization.
- Ensure engagement with membership.

40+ 55 YRS OLD

- To fit the vision of the organization.
- Financial (fundraise & stewardship).
- Membership engagement (pre-neg instead of oneg).
- Ensure staff is executing Temple Sinai vision and objectives.
- Ensure sustained growth.
- Ensure mission is communicated with Congregation.

55+ YRS OLD

- Set policy and periodically obtain information through focus groups and other means.
- Make sure Temple is financially sound.
- Implement priorities based upon mission statement.
- Interact with community so everyone knows what direction we are steering in.

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?

18-40 YRS OLD

- Being able to sing along.
- Be open to services outside of Temple, including B'nei Mitzvahs.
- Time of Service (5pm for Tots).

40+ 55 YRS OLD

- Sermons.
- Onegs.
- Feeling involved.
- Well-paced service that starts & ends in timely manner.
- Selected Services- pick prayers to teach each month.

55+ YRS OLD

- Connect with people.
- Time of Service (7pm “no man’s land”).
- Being able to connect with our soul, but difficult with young kids making noise.
- Inspirational sermons.
- Building community & connections (cost-effective Shabbat dinners).
- More Congregational involvement in services.

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?

18-40 YRS OLD

- Important to have strong Jewish education and connection to community.
- Cultural and social Jewish experience for kids.
- Want children to learn other opinions and perspectives on Judaism.
- Want children to have Jewish Identity (B'nei Mitzvah).

40+ 55 YRS OLD

- Want children to have Jewish friends and build a strong community.
- Connection to Israel
- Understand the meaning behind Jewish culture and values.

55+ YRS OLD

- n/a

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

YOUNG
PROFESSIONAL &
FAMILY
ENGAGEMENT
(NON-MEMBERS)

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.

YOUNG
PROFESSIONAL &
FAMILY
ENGAGEMENT
(NON-MEMBERS)