

DES MOINES JEWISH COMMUNITY

NEEDS ASSESSMENT SURVEY REPORT



Jewish Federation
OF GREATER DES MOINES

WHY A SURVEY?

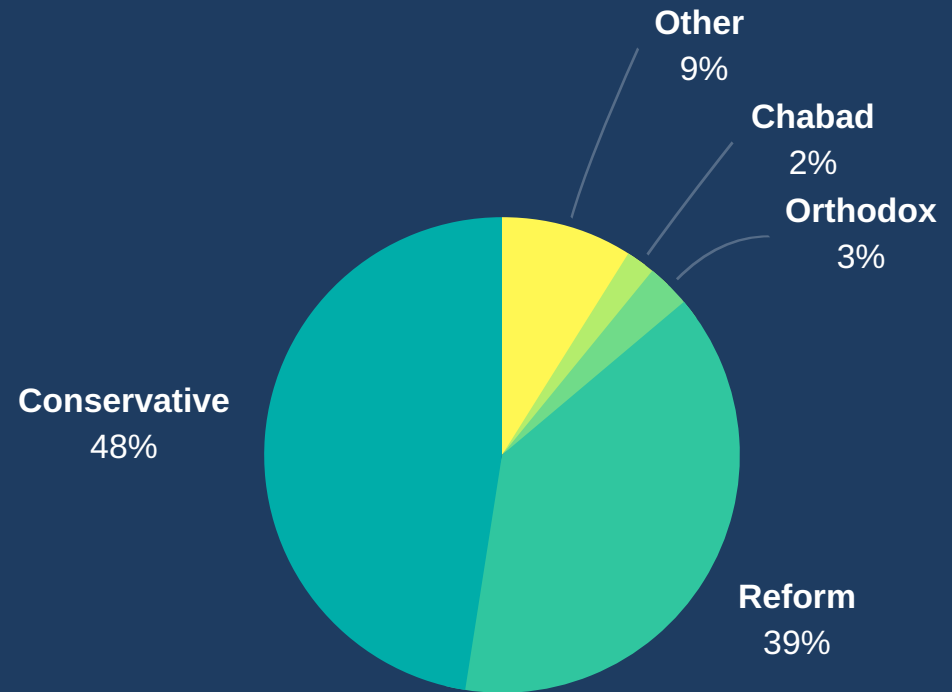
In 2017, the Jewish Federation of Greater Des Moines began the process of completing an agency-wide strategic plan, with the goal of assessing the work we are doing and determining how we can most effectively support the Jewish community. As we looked at the development of a strategic plan, we realized the importance of having community wide input and decided to complete a community wide needs assessment survey.

HOW DID WE DEVELOP AND IMPLEMENT THE SURVEY?

- Jewish Federations of North America provided a consultant who referred us to Lexington, Kentucky and Memphis, Tennessee, communities that had recently completed needs assessment surveys
- Based on guidance from both communities, the Des Moines survey was drafted. The Visionary Committee reviewed the survey and changes were made based on their comments.
- The survey was posted to the Federation website in early August 2017 and remained available through mid-October 2017.
- Approximately 1,250 postcards were sent and 237 responses were received, reflecting a response rate of over 18%.

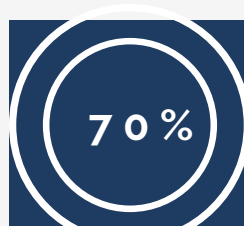
WHAT DID WE LEARN ABOUT THE PEOPLE IN OUR COMMUNITY?

- Des Moines is a stable Jewish community with 67% of respondents age 45 or over and 28% reporting that they had lived in Des Moines for at least 11 years.
- Respondents tended to be active in their congregations, with 54% indicating that they participated in worship services at least once per month.
- 88% of those completing the survey have attended a lecture or presentation sponsored by the Federation in the last year.
- 68% of those responding indicated that having a mikvah in the community is either "very important" or "important" to them.
- Overwhelmingly, respondents indicated that they are interested in and comfortable with attending programs at temples/synagogues where they are not a member (79% and 88% respectively).

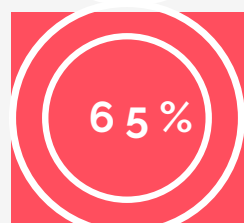


Affiliations

WHAT SERVICES ARE CONSIDERED MOST IMPORTANT?



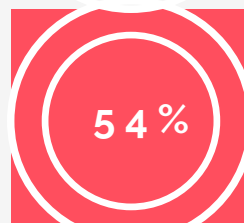
Caring for our seniors.



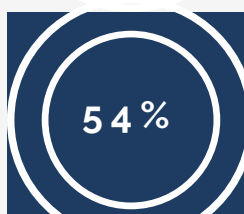
Serving as an advocate for issues important to the Jewish community.



Providing religious education, Jewish preschool, and summer day camp.

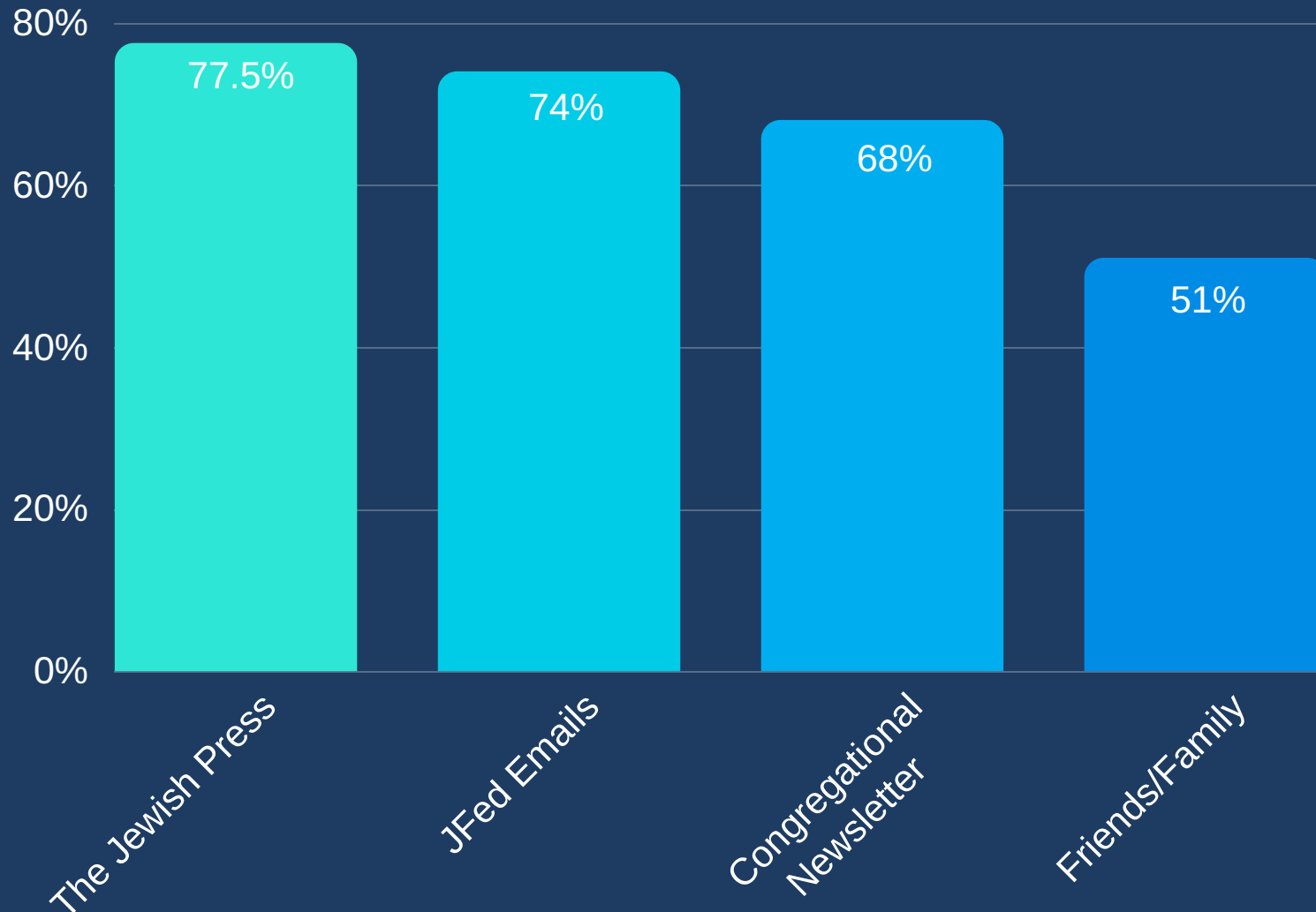


Providing scholarships to overnight Jewish camps and for Israel trips for high school students.



Providing community-wide commemorations and celebrations.

HOW DO PEOPLE STAY UP TO DATE ABOUT EVENTS?



HOW WILL SURVEY INFORMATION BE SHARED?



COLLAB

Federation staff will meet with the boards of our congregations to discuss the information.

SHARE

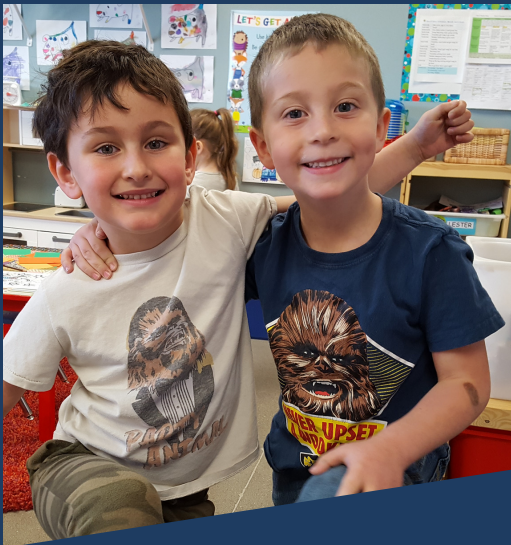
Information will be provided in the Jewish Press.

BROADCAST

The survey report will be available on the Federation website.

WHAT WILL WE DO WITH WHAT WE HAVE LEARNED?

- Provide quality education and Jewish experiences for our children through Gan Shalom, Beit Sefer Shalom, and Engman Camp Shalom.
- Support our senior community members through education, programming, and resources.
- Partner with community congregations to offer programming that appeals to a wide range of community members.
- Use the survey results to guide the work of the Federation as we move forward to strengthen the Des Moines Jewish community.
- Gather information from the community periodically to assess our progress and help us in planning.



COMMUNITY COMMENTS

"Education is a paramount."

"We need more activities that bring members of the different congregations together."

"Continue with social activism and helping under served groups in the community."

**THANK YOU FOR PARTICIPATING IN THE
SURVEY.WE LOOK FORWARD TO USING
THIS INFORMATION TO HELP OUR
COMMUNITY THRIVE!**

