



TEMPLE
BETH AM

Project Bina:
5783/2022 High Holy Day feedback

MARCH 2023

Introducing Project Bina

בִּינָה

“Bina” means “insight” and shares the same root with “livnot” which means “to build” across three dimensions

Depth

- The Potential of what is and the potential of what is to be
- *Deepening our understanding of the needs of our congregation and community*

Breadth

- Connecting interrelated ideas
- *Using a range of approaches and gathering diverse perspectives to understand many different types of needs*

Length

- Chronological with permanence
- *Establishing a long-term ongoing feedback loop*

High Holy Days Survey Results





Methodology

We conducted two different surveys via SurveyMonkey, distributed by email. All respondents were members of TBA, and respondents skewed towards those who have been members for more than 10 years.

A) Rosh Hashanah (RH): Fielded Sept 29 - Oct 16, n = 308 respondents (response rate of 36%)

B) Yom Kippur, Sukkot, Simchat Torah and the Sukkot Fall Festival (YK+): Fielded Oct 28- Nov 7 , n = 145 respondents (response rate of 17%)

Respondents self-reported characteristics as follows and is compared with distribution of actual congregants where data is available. Survey responses largely followed similar patterns of membership.

Age distribution	TBA Congregation (Primary Member)	RH	YK+
25-34	4%	4%	7%
35-44	17%	14%	20%
45-54	20%	19%	13%
55-64	21%	23%	18%
65-74	23%	25%	25%
75 or better	14%	16%	17%

Have kids	TBA	RH	YK+
<5 years old	9%	9%	12%
6-12 years old	15%	16%	21%
13-17 years old	14%	20%	13%
18+ years old	32%	42%	35%
No kids	28%	22%	22%

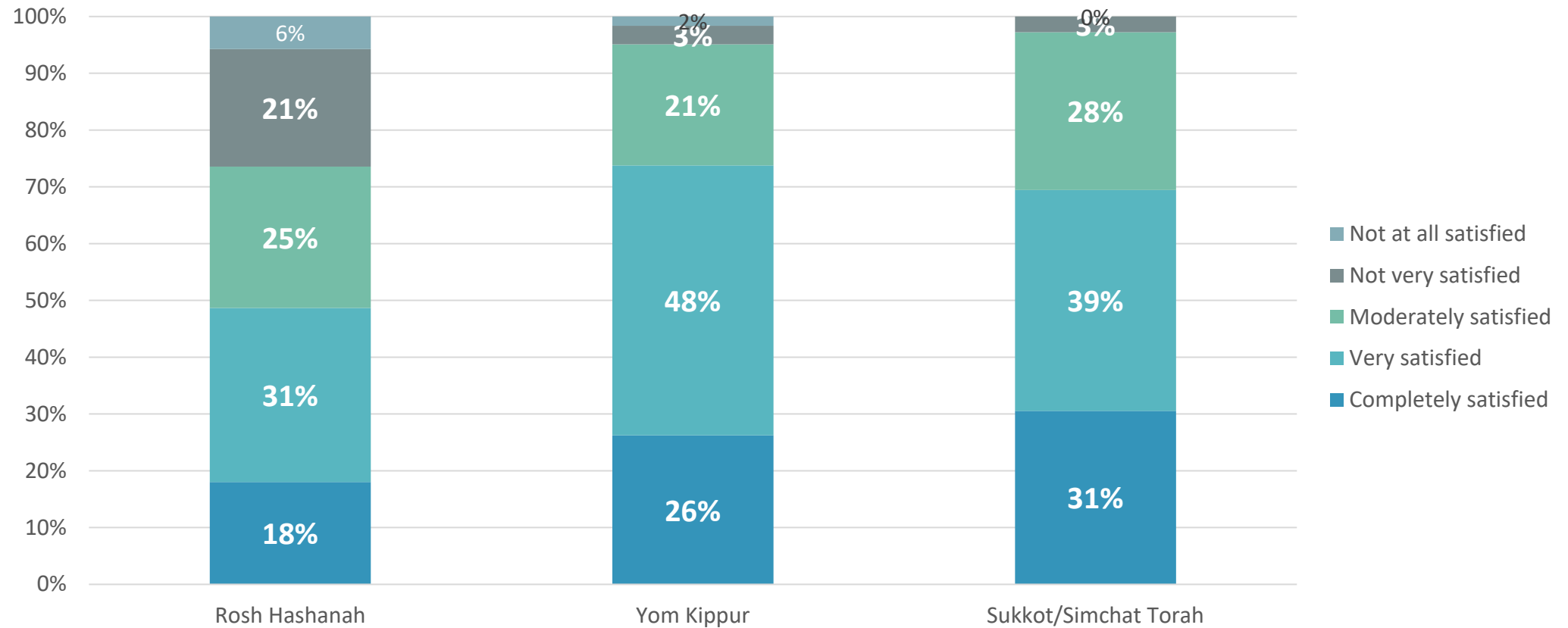
Household member in these groups	YK+*
LGBTQ+	15%
non-Jewish	22%
Person of color	6%

*Was not asked in Rosh Hashanah survey

TBA Membership Tenure	TBA	RH	YK+
<1 year	8%	8%	9%
1-3 years	14%	11%	14%
4-5 years	8%	7%	9%
6-8 years	12%	14%	11%
9-10 years	4%	4%	2%
> 10 years	54%	57%	55%



About half of respondents were satisfied with Rosh Hashanah services, as compared to about 70% for Yom Kippur and Sukkot/Simchat Torah



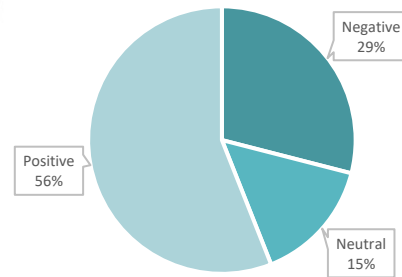


Yom Kippur services had more positive words associated with them than for Rosh Hashanah, although both were >50% positive

Rosh Hashanah



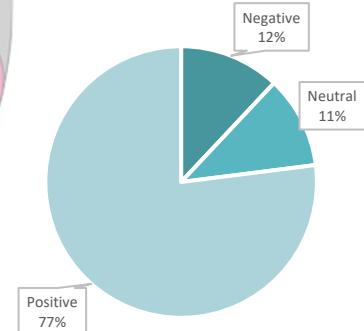
Rosh Hashanah Feelings



Yom Kippur



Yom Kippur Feelings



Our congregants shared what they liked, and thought could be improved in open end, verbatim answers

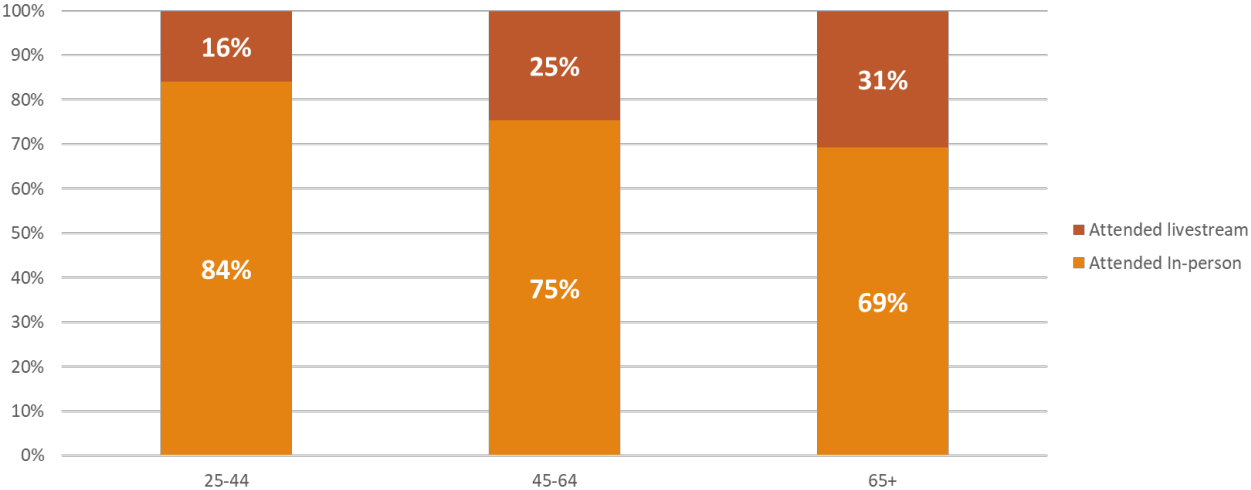
	Rosh Hashanah	Yom Kippur
Likes	<ul style="list-style-type: none"> • Having congregation together/in one place • Felt inclusive and welcoming • Creativity/Experimentation of approach (e.g. Campfire, liturgy, poetry, music, videos) • Having lunch together • Music/Communal singing/diversity of music 	<ul style="list-style-type: none"> • Being in person/At TBA • Number of choices for services, times and livestreaming • Having all 3 rabbis together, with their complementary strengths • Return to more traditional service (vs RH) • Inclusive language and prayers • Kol Nidre/Rabbi Ruth's Kol Nidre sermon
Opportunities to Improve	<ul style="list-style-type: none"> • Would have liked more traditional Rosh Hashanah prayers/melodies • Less Produced/performative/theatrical • Would have liked to have prayer books for independent reading/reflection • Less interaction between congregants and participation in service than desired • Would have liked sermon and learning • Better kids program options and communication • Lunch food choice/quality 	<ul style="list-style-type: none"> • More of a combination of traditional and contemporary music • Continue providing livestreaming options, provide prayer books to support • More music/choir, participatory singing • More options for kids both to attend services or provide support while parents are attending (playground, library) • Would like all-day programming



Livestreaming feedback

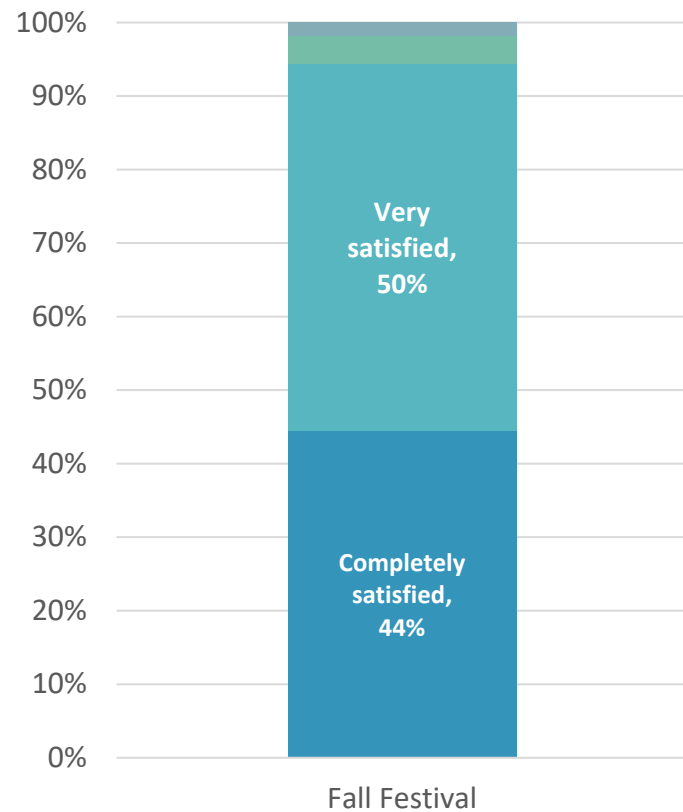
Those who utilized livestreaming are very positive and appreciative of having this option

- This was most utilized for Rosh Hashanah and Yom Kippur adult services
- It is used by all age groups, but especially for those 65 and older
- It helped people engage who were ill, unable to travel or not comfortable being at live events
- There was a request for providing links in advance for future events where these are needed (multimedia presentation for Rosh Hashanah) and/or physical Machzor





Nearly all who attended the Sukkot Fall Festival were satisfied with it, and attended a wide variety of events



Activity	% of attendees who participated
Petting Zoo	37%
Hearth group table	30%
Havdalah service	30%
Arts and Crafts projects	22%
Homeless 2Renter table	20%
Gananim Book Exchange	17%
Immigrant Justice Table/Card-making	17%
Balloon Animals	17%
Face painting	9%

* Reasons for not recommending activities were due to concerns about animals in the smoke outside, long wait times for balloon animals and H2R table was not kid-friendly



Sukkot Fall Festival Likes and Improvement areas

Likes	Improvement areas
Family-friendly, multi-generational event	Explanation of Sukkot/Sukkot-specific table/activities
Brought people together/meeting new people	Facepainting and balloon animals needed more space/line management/simpler options
Lots of activities	Games/activities to meet new people/Nametags
Well-organized	More activities for tweens/teens/young adults
Used space well	Navigation aids/signage to increase awareness of events/locations



Likelihood to Recommend can be a good indicator of congregants remaining members of TBA, and their comments help us understand reasons why people may stay or leave

How likely is it that you would recommend TBA to friend and family for High Holy Day services/events?

Definitely Recommend (55%)	Probably would Recommend (23%)	Might Recommend (16%)	Definitely/ Probably would not recommend (6%)
<p>“Temple Beth Am is a welcoming place and provides a variety of ways for a meaningful experience the high holy days”</p>	<p>“I would share some of the new features and of course it would depend on what a person was looking for wrt a HHD service. RH service especially had so many new elements that I am still processing expectations versus actual experience. YK service was more traditional so I would feel more inclined to strongly recommend that.”</p>	<p>“This will really depend on the individual family. Because Beth Am’s religious practices are so modern ... I would likely only recommend these services to people that I know like that kind of thing. I think it would be offputting for people who are accustomed to a more traditional approach.”</p>	<p>“Different age demographic; events are geared towards families. Services are not my style.”</p>
	<p>“I believe TBA clergy is doing all it can to provide a place for a wide variety of congregants. I also am thrilled at the way music is once again playing a bigger part in services. I think there is a lot available if folks dig in and engage with TBA.”</p>	<p>“Services have never been my primary connection to Judaism. Study and friendship and political activism are.”</p>	

Acting on our Insights

- ❖ Sharing more about how new approaches to worship, education and programming support the mission of Temple Beth Am to deepen relationships to Judaism and our community by engaging the soul, heart, and mind.
- ❖ Identifying more ways to connect new congregants and bring them into the fabric of our community
- ❖ Hosting more in-person intergenerational gatherings like the Sukkot Fall Festival which was well-received as a place to meet new people, build relationships and celebrate together as a community
- ❖ Incorporating learnings about livestreamed programming to continue to allow multiple ways to attend events

Sneak Peek: Congregational Kibbitz

What?

Create a structured way for congregants to share their thoughts on Judaism and our congregation with our Clergy, Staff and Board

Provide an opportunity for people to socially re-engage as COVID restrictions have lifted

Foster constructive dialogue and collaboration in our TBA community

How?

Live or Zoom Small Group Discussions

Lay-led with trained Facilitators/Notetakers

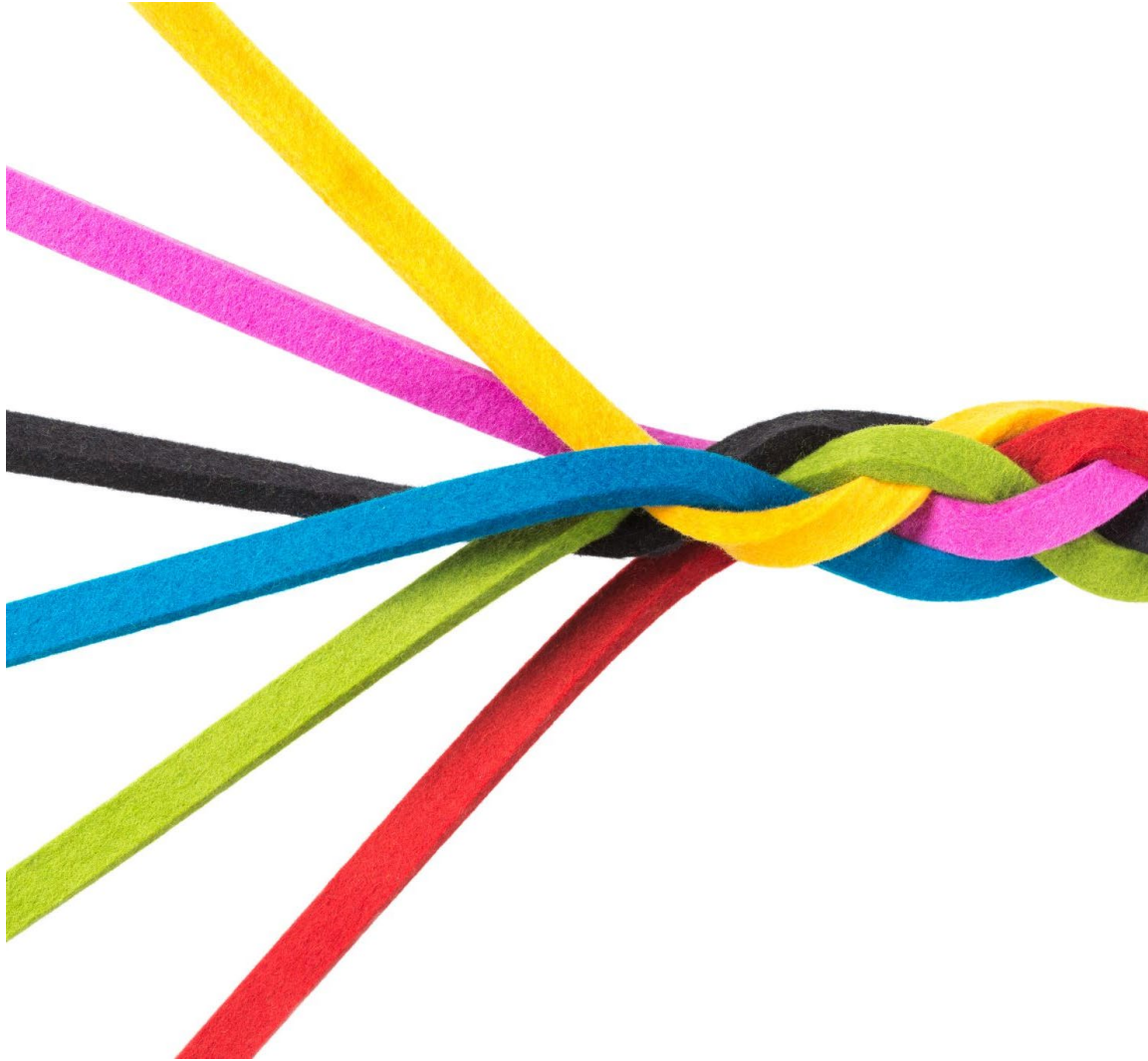
Discussions will cover topics such as youth and adult learning, worship, upcoming rabbinic transition, communications and more

When?

10 Sessions scheduled for April 23-30

Currently recruiting facilitators and notetakers (Taking sign-ups today!)

Participant sign-up information to be sent in next few weeks



Thank you
for
joining us
today!
