



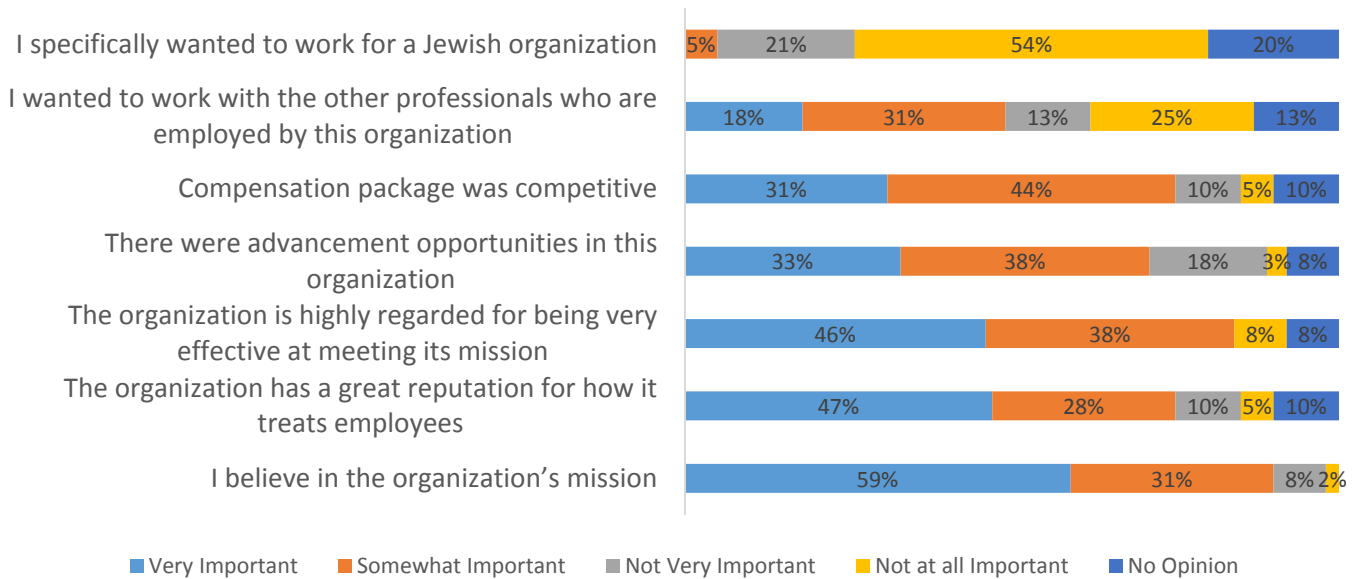
## NON-JEWISH EMPLOYEE & BOARD MEMBERS

In addition to surveying those who consider themselves or family members Jewish, JMAP was interested in understanding perspectives of those employees and board members who are not Jewish, but play a critical role in the success of the Jewish community. Below is a snapshot of their responses to survey questions.

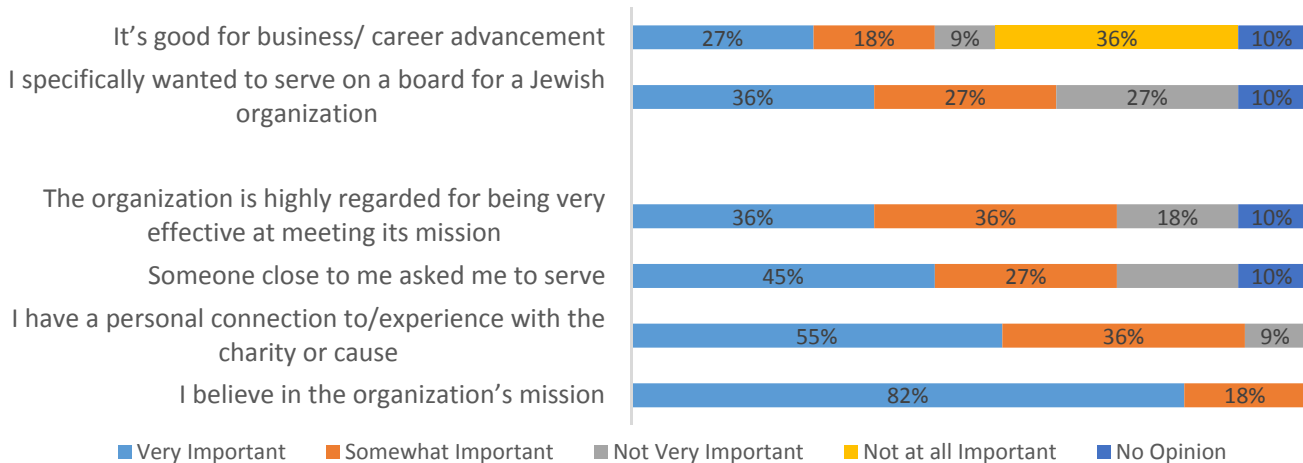
Of 48 respondents, 81% were employees; 23% were board members of one or more Jewish organizations.

### THE VAST MAJORITY OF NON-JEWISH EMPLOYEES AND BOARD MEMBERS WERE MOTIVATED TO WORK FOR THEIR ORGANIZATION BECAUSE THEY BELIEVED IN THE ORGANIZATION’S MISSION.

#### Non-Jewish Employee Motivations

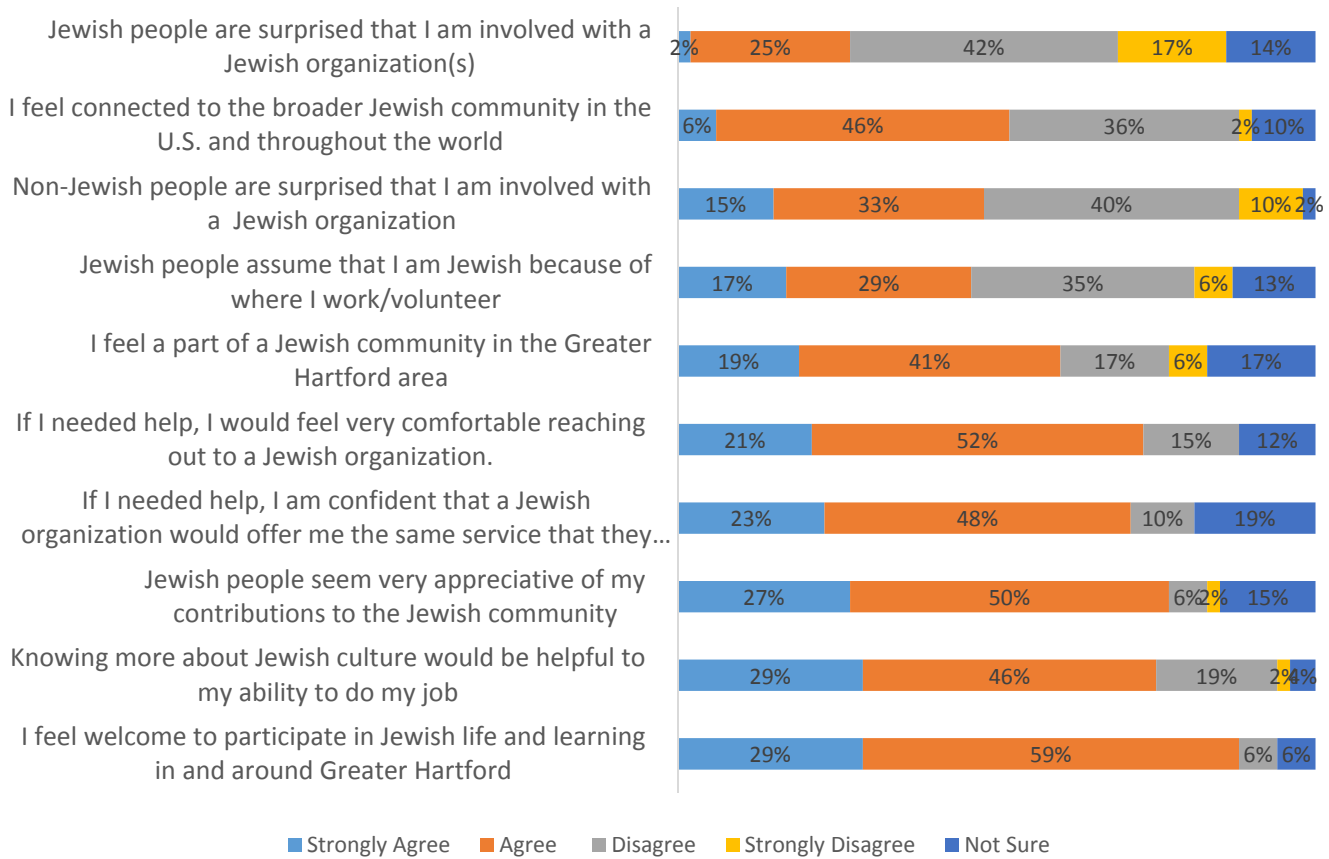


#### Non-Jewish Board Member Motivations



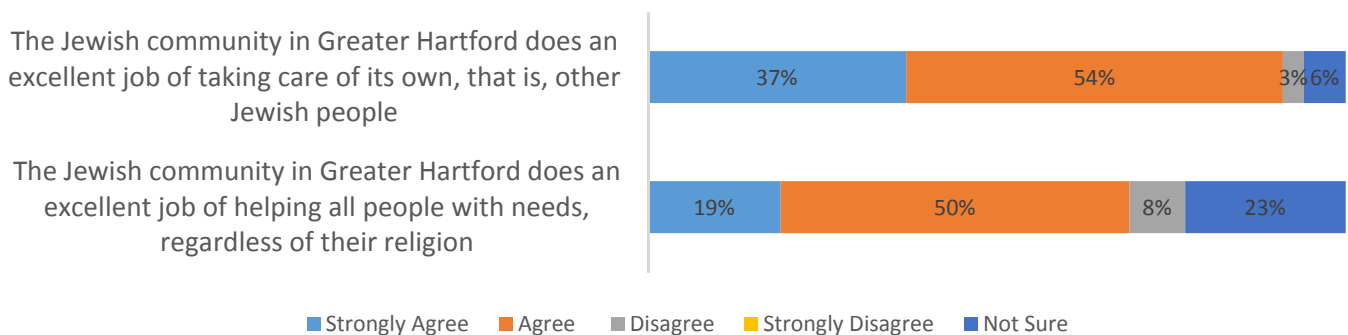
**The vast majority of non-Jewish employees and board members feel welcome to participate in the community, although fewer would say that they feel a part of the Jewish community. Many would like to know more about Jewish culture to better do their jobs.**

### Beliefs and Attitudes



**MOST RESPONDENTS BELIEVE THE JEWISH COMMUNITY DOES AN EXCELLENT JOB OF TAKING CARE OF JEWISH PEOPLE. THEY ARE MORE UNSURE OF HOW WELL THE JEWISH COMMUNITY TAKES CARE OF OTHERS.**

### Strength of Community



*For more information or details on particular segments, please contact us. We will be happy to provide a customized report and/or the entire data set for those with advanced analysis capabilities.*

#### **TOP 5 ATTRIBUTES NEEDED FOR A HEALTHY JEWISH COMMUNITY:**

- Forward thinking leadership (46%)
- Accepting of differences in religious observance (46%)
- Positive relationship with non-Jewish community (44%)
- Welcoming (37%)
- Supportive of those in need in the Jewish community (37%)

#### **TOP INSTITUTIONS NEEDED FOR A HEALTHY JEWISH COMMUNITY:**

- Synagogues (73%)
- Jewish community and social service agencies (69%)
- Strong leadership (63%)
- JCC (63%)

#### **TOP 5 PROGRAMS/SERVICES NEEDED FOR A HEALTHY JEWISH COMMUNITY**

- Quality Jewish education for people of all ages (73%)
- Programming to engage young families (71%)
- Meeting the needs of the elderly (69%)
- Successfully fundraising for Jewish causes and institutions (65%)
- Programming to engage interfaith families (63%)

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