

Southern Arizona Jewish Community Planning Process

Needs Assessment

Executive Summary, July 2020

In June 2019, in partnership with the Jewish Community Roundtable made up of Southern Arizona's synagogues and Jewish agencies, the Jewish Federation of Southern Arizona and the Jewish Community Foundation of Southern Arizona engaged Rosov Consulting and began a yearlong visioning and planning process for the future of Jewish life in Southern Arizona.

We attempted to learn more about what matters most to our community members by soliciting input from those who are actively involved, those who are not yet engaged as deeply as they would like, and those at the farthest of the periphery. The ultimate goals of this project were to understand the strengths and challenges that face our Jewish community and to create a compelling vision that would meet the needs identified and support our efforts to enrich Jewish life.

The following is an executive summary of the data gathered from stakeholder meetings, focus groups and interviews, and an 1,800-person community-wide survey. This information will be used as a starting point for a series of meetings and conversations that are planned over summer 2020 to begin to make meaning of the data and grapple with recommendations put forth.

Notable Findings



would like to **participate more** in Southern Arizona Jewish activities

- ☆ 59% of millennials
- ☆ 59% of those with lower socioeconomic status
- ☆ 55% of LGBTQ+ individuals
- ☆ 50% of families with children
- ☆ **More than 40%** of people that do not regularly participate



would like to **expand their Jewish social network**

- ☆ 72% of millennials
- ☆ 77% of newcomers
- ☆ 62% of LGBTQ+ individuals



of families with children

want to **raise their children Jewish**, culturally and religiously



High interest *across all generations and participation levels*

in **celebrating Jewish holidays, Jewish learning, and travel to Israel**



highly interested in **social justice and community service activities** organized by the Jewish community

- ☆ **More than 40%** of millennials
- ☆ **More than 50%** of LGBTQ+ individuals



Notable interest in religious/spiritual expression of Jewishness in **alternative ways/outside of a synagogue**

- ☆ 30% of millennials
- ☆ 46% of LGBTQ+ individuals
- ☆ 35% of families with children

Initial Recommendations from Rosov Consulting

- ➔ Expand Jewishly organized social justice/community service opportunities
- ➔ Create opportunities for individuals at all levels of participation to learn about and travel to Israel
- ➔ Take advantage of places and spaces (Jewish History Museum, JCC, etc.) that people are very satisfied with and strengthen educational, social, spiritual, and community service offerings
- ➔ Consolidate or collaborate across synagogues and other organizations in the service of meeting religious/ritual needs and community building outside of synagogue environs
- ➔ Reimagine Jewish educational offerings building on bright spots and looking at ways to upgrade existing assets
- ➔ Revisit current infrastructure to build relationships with newcomers and support their Jewish connections and journeys
- ➔ Elevate initiatives that are designed to build social fabric (e.g., offer organized Jewish holiday celebrations) and break down silos
- ➔ Experiment with innovative initiatives in areas of interest to subpopulations: spirituality, social justice, etc.



This document is a brief summary of several particularly poignant data points emerging from the survey as well as interviews and focus groups conducted by Rosov Consulting as a part of the process. We look forward to sharing a fuller data presentation and the subsequent discussions planned in the months ahead that will further dissect our findings and inform the ways in which we leverage this data in planning for the future.

Our Southern Arizona Jewish community is stronger together, and we are thrilled to create a future informed by the myriad voices that comprise our story.

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