



## **TWIN CITIES JEWISH ORGANIZATION ONLINE SURVEY ANALYSIS**

PREPARED BY JEWFOLK MEDIA<sup>1</sup>

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## Study Overview

This survey analysis will primarily focus on identifying major themes in the responses from Twin Cities Jewish Community leaders in response to the following three questions in an online survey:

- 1) What impact has TC Jewfolk had on your organization?
- 2) What unique value does TC Jewfolk provide to our Jewish community? And;
- 3) Why is TC Jewfolk important to you?

This survey was sent by Jewfolk Media Board President Leora Itman via e-mail to 1-2 leaders/organization heads/rabbis at each of the Twin Cities Jewish community organizations, institutions and synagogues. Responses were received from 21 organizational leaders including religious leaders, and executive directors of Jewish nonprofits.

The (n = \_\_\_\_ ) next to a question indicates the number of respondents that answered each question. The percentages indicated may not add up to 100% since answers were multi-dimensional and as such themes were coded multiple times depending on where they fit in the analysis. Each percentage is also rounded up or down to the nearest whole number. Finally, each theme has a percentage next to it demonstrating how prevalent it was as a whole in the responses.

## Major Themes

### What impact has TC Jewfolk had on your organization? (n=21)

#### Major Themes

- Publicizing (43%)
- Informative (24%)
- Connection (19%)
- Young People (10%)
- Broadened Horizons (5%)

#### Key Quotes

*“It helps our synagogue advance marketing efforts with advertisements and upcoming events. Highlights what we do, what others do- creates a vibrant picture of Jewish life in the Twin Cities.”*

- Rabbi Aaron Weininger, Adath Jeshurun Congregation

*“TC Jewfolk amplifies our work in the broader community, celebrates the efforts of several of our members who write, and helps us feel we are part of a vibrant Jewish scene in Minnesota.”*

- Rabbi Adam Stock Spilker, Mount Zion Temple

*“It's a great place for us to learn about what other organizations are doing in the community. We use it for ideas and inspiration.”*

- Beth Gendler, Executive Director, NCJW Minneapolis

*“As a college organization I think the students who are older and looking to get into the community are the ones who most use TCJewfolk. I always recommend people visit the site when they call looking for community info as well. TCJewfolk has posted articles with Hillel UMN and has been a great partner. I personally think TCJewfolk is great and think that we could partner together to make an even greater campus impact.”*

- Andrea Golden, Director of Student Life, University of Minnesota Hillel

## **What unique value does TC Jewfolk provide our Jewish community? (n=18)**

### Major Themes

- Platform for Younger People (44%)
- Community Hub (22%)
- Marketing (11%)
- News (11%)
- Community Voice (6%)
- Independent (6%)

### Key Quotes

*“It reaches an audience that may not otherwise know about the Twin Cities Jewish community and offers different perspectives of Jewish engagement.”*

- Ted Flaum, Executive Director, Jewish Family Service.

*“Provides a unique opportunity to touch a specific demographic through a medium that is right for them. Capturing the attention of the young adult Jewish population has always been a challenge for us. TCJewfolk does just that!”*

- Soni Cohen, Chief Communications Officer, Sabes Jewish Community Center

*“Providing an entry point/clearinghouse for Jews to experience the variety of Jewish culture and portray the variety of experiences in the community in one place.”*

- Aaron Weininger, Adath Jeshurun Congregation

*“TCJewfolk has been able to shine a light on this great community through articles, spotlights, publicity and more. I think it is a great source for Jewish happenings in the Twin Cities and every ability it has to expand it for sure should!”*

- Andrea Golden, Director of Student Life, University of Minnesota Hillel

*“It is now the place that people talk about when getting information out.”*

- Rabbi David Locketz, Bet Shalom Congregation

*“As print media continues to shrink, over time TCJew will grow to be THE news source for the Jewish community. There is value to get our agency connected now and help grow the source so that people wanting to be part of our community know that there is a central hub to find information.”*

- Benjie Kaplan, Executive Director, University of Minnesota Hillel

*"Current events aggregate with the ability to highlight important events or issues the TC's area should be paying attention to."*

- Bill Driscoll Jr., Executive Director, NECHAMA – Jewish Response to Disaster

*"I think meeting Twin Cities Jews online, where they are, is of huge value. I also think being a non-Federation-related website is a big plus. I think TCJ attracts people who are otherwise unaffiliated, but that could just be my perception."*

- Libby Parker, Corporate & Community Engagement, Sholom.

## Why is TC Jewfolk important to you? (n=20)

### Major Themes

- Connection (50%)
- Jewish life (15%)
- Hub (10%)
- Innovative Platform (10%)
- News Outlet (10%)
- Forward Looking (5%)

### Key Quotes

*“For me, it is about how my organization can communicate with the community especially with people in the Jewish community that I don't regularly see.”*

- Vic Rosenthal, Executive Director, Jewish Community Action.

*“It highlights the diversity and variety in Jewish life-- creating a space to amplify pressing issues and hold space for conversations in our community.”*

- Aaron Weininger, Adath Jeshurun Congregation

*“Mainly because it's awesome and Jewish, not to mention awesomely Jewish. Oh, and it's also Jewishly awesome.”*

- Rabbi Zalman Bendet, Director and Rabbi, Chabad

*“I don't want to have to search every agency's site to find out what is going on in the community. Young people want a one stop shop where they can find everything and anything (even the stuff they don't care about).”*

- Benjie Kaplan, Executive Director, University of Minnesota Hillel

*“It represents change in our community and an organic effort on the part of young adults to create their own platform.”*

- Steve Silberfarb, CEO, Minneapolis Jewish Federation

*“We don't have enough Jewish news outlets in Mpls. TCJ has filled a vacuum that needed to be filled.”*

- Rabbi David Locketz, Bet Shalom Congregation

*“TC Jewfolk stays ahead of the curve and keeps the community looking forward.”*

- Rabbi Alexander Davis, Beth El Synagogue

## **Areas of Growth**

This section will briefly address the criticisms received in the recent TC Jewfolk organization survey. Of the 21 responses, 9.5% (2) were critical of TC Jewfolk. It is important to include these perspectives so that TC Jewfolk can take a balanced approach following the survey. The areas suggested by organizational leaders that TC Jewfolk is weak in includes underrepresentation of certain organizations and that some articles have errors.

### Key Quotes

*“I think the impact has been good in that it is a good source of community information. In ways, it is accomplishing the spread of news the way the "jewish world" used to. That said, I often feel Bet Shalom is underrepresented on TCJewfolk and I don't know if that is because we are not clear on how to best market ourselves through the site or because in the collecting of clearinghouse material, we are not tapped by TCJewfolk as much as we'd like.”*

- Rabbi David Locketz, Bet Shalom Congregation

*“It is truly important to have a voice for the community that is democratic and open. Many of the articles are engaging and spot on and some are simply filled with factual error. That being said, an important forum for the community”*

- Rabbi Morris Allen, Beth Jacob Congregation