

## Profile of Thriving Sampler

### How to Read and Use Profile Results

#### Definition of Terms

**Items and Scales.** *Items* are single questions taken directly from the survey. *Scales* are a combination of survey items that measure the same underlying concept. As they are built from several items, scales carry more information and are stronger than any single item. Items appear in upper and lower case throughout the report. Scales appear in capital letters. In the sample below, “Personal contact with leaders” is a single item. “LEADERSHIP” is a scale built from five items. (See Appendix A for the full text of all survey items, including those that comprise scales.)

**Your synagogue and All synagogues.** Results are presented both for your synagogue and for all synagogues that have participated in the Thriving Synagogue Learning Tool since Spring 2016. Your synagogue (“You”) results are based on the 732 people who responded to your congregation’s survey. (See p. 11 for information on response rate.) All synagogues (“All”) is the average of the overall response from the 17 synagogues that have participated in TSLT to date. Note that your synagogue is included as one of the 17.

#### Understanding Overall Results

Survey participants had a choice of answering most questions on a response scale of 1 to 5: (1) strongly disagree, (2) somewhat disagree, (3) neither agree nor disagree, (4) somewhat agree, and (5) strongly agree. Those who do not know, do not care, or are truly neutral on a given item select (3).

In the Profile of Thriving report, those who somewhat or strongly agree are represented in the Agree column. Those who somewhat or strongly disagree are represented in the Disagree column. The remaining percentage are Neutral. These three numbers total 100% and account for everyone who answered the question. (On some items, total may not be exactly 100% due to rounding.)

Table from a Sample Synagogue

OVERALL	You (%)			All (%)
	Disagree	Neutral	Agree	Agree
LEADERSHIP (5-item scale)	11%	11%	<b>78%</b>	76%
Personal contact with leaders	33%	11%	<b>56%</b>	67%

The first column in the sample synagogue table above shows the name of the item or scale. The next three columns show the percent of respondents in the sample synagogue who either disagree, are neutral, or agree with that item or scale. The percent who agree (in bold) is the central number to compare to the other numbers in the table.

The last column presents the average percentage of respondents at all TSLT synagogues who agree with the particular item or scale. Use this number as a reference point for the results from your own synagogue. In comparing your synagogue to All, **only differences of 10% or more should be considered noteworthy.**

### Understanding Results by Groups

Results by groups provide a deeper look into the overall results. The next table presents results by three groups: active core, age, and years of membership. The table reports the percentage of respondents in each category who responded “agree” to the particular item or scale.

The total number of respondents in each category appears at the bottom of the table. In the sample synagogue table below, 305 respondents provided their age: 60 were in the youngest age category, 101 in the mid-age category, and 144 in the oldest category.

**Table from a Sample Synagogue**

BY GROUPS	% Agree									
	By Active Core			By Age			By Years of Membership			
	Low	Mid	High	18-44	45-59	60+	0-4	5-9	10-19	20+
LEADERSHIP (5-item scale)	66	74	85	82	77	72	81	76	79	67
Personal contact with leaders	77	68	69	82	69	69	74	81	74	60
<i>Number of respondents in group</i>	102	164	66	60	101	144	62	71	84	119

*Active Core.* Active Core is divided into three categories: low, mid, and high. People were placed in a category based on their answer to the survey question, “To what extent do you consider yourself a member of the active core of the congregation?” Active core was defined as the people who fill the sanctuary on a regular basis, attend classes, and come to synagogue activities. Those in the low group responded *not at all*. The mid group said *a little* or *somewhat*. The high group said *very much*.

*Age.* Age is divided into three categories: 18 to 44, 45 to 59, and 60 or older.

*Years of membership* is divided into four categories, ranging from those who have been in the synagogue less than five years to those who have been members 20 years or more.

The number of respondents is listed at the bottom of each column. The number provides information on the size of each subgroup. It is also a reminder that analysis by groups is done with relatively small numbers—a subset of those who responded to the survey.

*Additional groups.* The Appendix of your profile report also includes results for the following: members compared to participants, and households with children compared to households without children.

In reading results by groups, look for differences across groups and across categories within groups. **Given small numbers, only differences of 10 percentage points or more are noteworthy.**

*Example:*

In the chart above, note that people who are less engaged in the life of the synagogue have a markedly lower regard for leadership than do people who are highly engaged. Only 66% of those who say they are “not at all” part of the active core give high ratings to leadership as compared with 85% of those who say they are “very much” part of the active core.

### Sample Synagogue Survey Participants

Note: Sample Synagogue does not exist. Numbers are invented for purposes of illustration.

#### Response Rate

	Number in synagogue	Number in survey	Response rate
Adult members	886	232	26%
Board members	21	20	95%

#### Demographics

	% of synagogue members	% of survey respondents
<b>Gender</b>		
Male	48%	42%
Female	52%	58%
<b>Age</b>		
18-29	0%	0%
30-44	20%	15%
45-59	50%	50%
60-74	20%	30%
75+	10%	5%
<b>Years member</b>		
Less than 1 year	1%	4%
1-4 years	19%	15%
5-9 years	25%	18%
10-19 years	31%	32%
20 years or more	24%	30%

#### Connection to Jewish Life

	Percent of respondents		
	Low	Mid	High
Feel connected to the Jewish community where I live	10%	55%	35%
Judaism is part of my everyday life	5%	60%	35%
See Jewish tradition as relevant to my life	1%	21%	78%

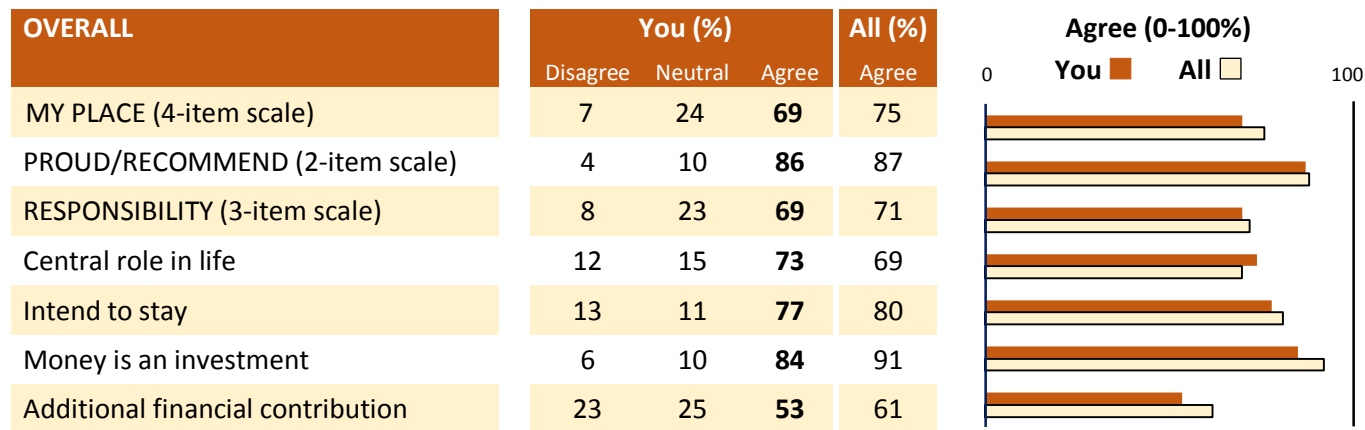
#### Identification

	Percent of respondents
<b>Denominational identification</b>	
Sample Synagogue's denomination	90%
All other branches	10%

## Sample Synagogue Results Page

### I. Belonging—This is MY Place

Members in thriving synagogues have a strong sense of *belonging*. The synagogue plays a central role in their lives and they feel a personal responsibility to help it succeed. They are proud to be members and would recommend the synagogue to a friend. They are comfortable and at home here and feel that this place is an excellent fit for them. They consider their dues or contributions an investment in the synagogue community. They fully intend to stay here.



BY GROUPS (% Agree)	% Agree									
	By Active Core			By Age			By Years of Membership			
	Low	Mid	High	18-44	45-59	60+	0-4	5-9	10-19	20+
MY PLACE (4-item scale)	35	71	93	72	59	74	65	66	67	77
PROUD/RECOMMEND (2-item scale)	66	88	94	91	76	89	90	83	84	84
RESPONSIBILITY (3-item scale)	30	74	97	72	62	72	65	63	66	79
Central role in life	38	82	96	77	67	79	68	76	73	78
Intend to stay	59	77	86	78	65	87	78	78	74	77
Money is an investment	75	88	99	87	77	87	82	86	82	88
Additional financial contribution	43	58	80	48	49	64	40	54	55	67
<i>Number of respondents in group</i>	63	280	138	215	158	217	266	117	152	192

**ITEMS USED IN BELONGING SCALES**

**MY PLACE** is composed of four items: (1) The synagogue is an excellent fit for me. (2) I feel comfortable and at home in the synagogue. (3) I feel like an outsider at the synagogue. (4) The last time I attended an activity at the synagogue, I felt connected to the other people there.

**PROUD/RECOMMEND** is composed of two items: (1) I am proud to be a member of the synagogue. (2) I would recommend the synagogue to a friend.

**RESPONSIBILITY** is composed of three items: (1) It is important to me to be active in the synagogue. (2) I feel a personal responsibility to help the synagogue achieve success. (3) I feel a sense of shared responsibility for the future of the synagogue.

## Sample Synagogue Profile Summary

The summary of your profile presents the percent of respondents who agree that each statement of thriving describes your synagogue well. The thick blue lines are the 17 scales that are the strongest measures of thriving and carry the most information. The thin copper lines are the individual items in the survey. These serve to fill out the picture.

