

Conference Evaluation



The 8th Quadrennial Conference of the World Confederation of Jewish Community Centers

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In this presentation:

- Profile of Participants
- Conference experience
 - Areas of success
 - Areas for improvement

INTRODUCTION

- The 8th Quadrennial was held between November 2-4, 2009 at Kfar HaMaccabia, Israel on the theme of:
*Building the Jewish Connection:
The added value for Jewish Community Centers of connecting Jews to the Jewish community, to Israel and to the Jewish people*
- Attendance
 - 62% of respondents attended all three days, 29% only one day
 - 82% attended the first day, with slightly lower attendance on the other days (73% and 78%)

METHODOLOGY

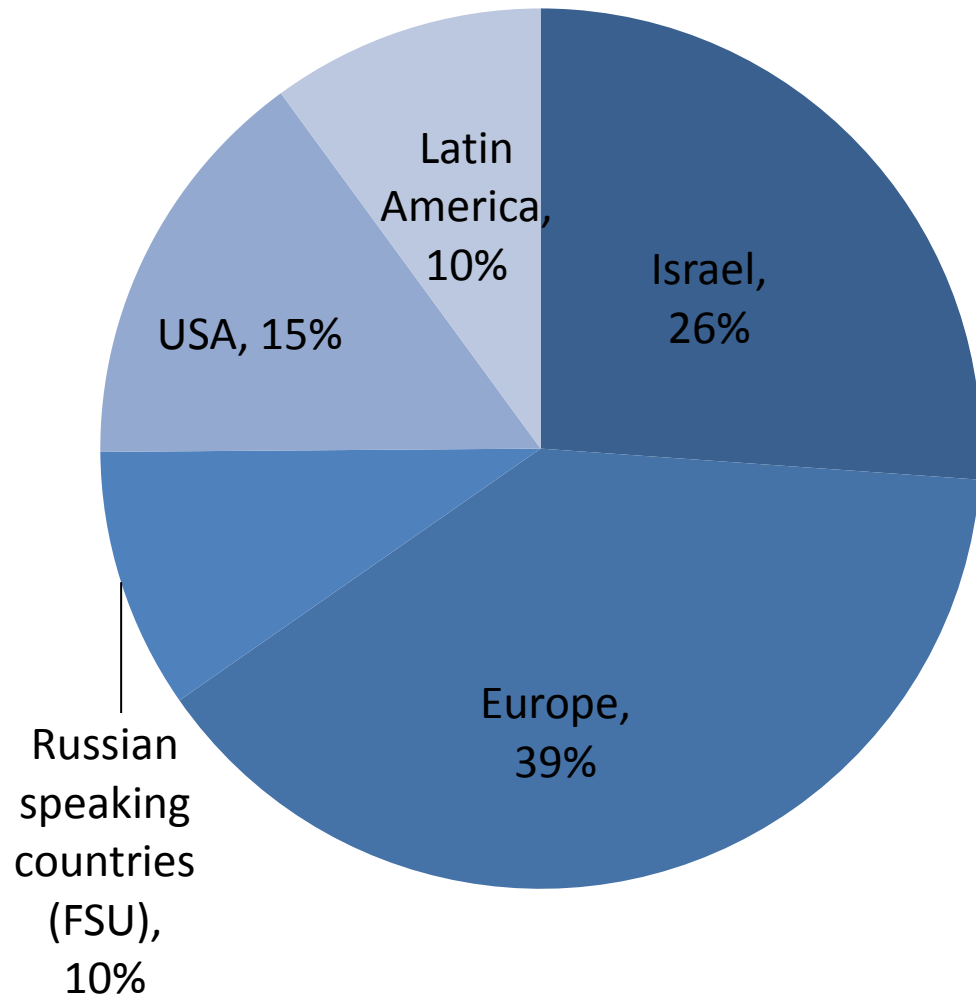
- Internet survey administered from November 12th through December 15th, 2009
- Survey deployed by way of e-mail
- Mailing list: 234 WCJCC conference participants
- Outstanding response rate: 130 responses (55% response rate) of which 103 (45%) completed the survey
- Design of survey and analysis conducted by Research Success Technologies.

PROFILE OF PARTICIPANTS

Profile of Participants

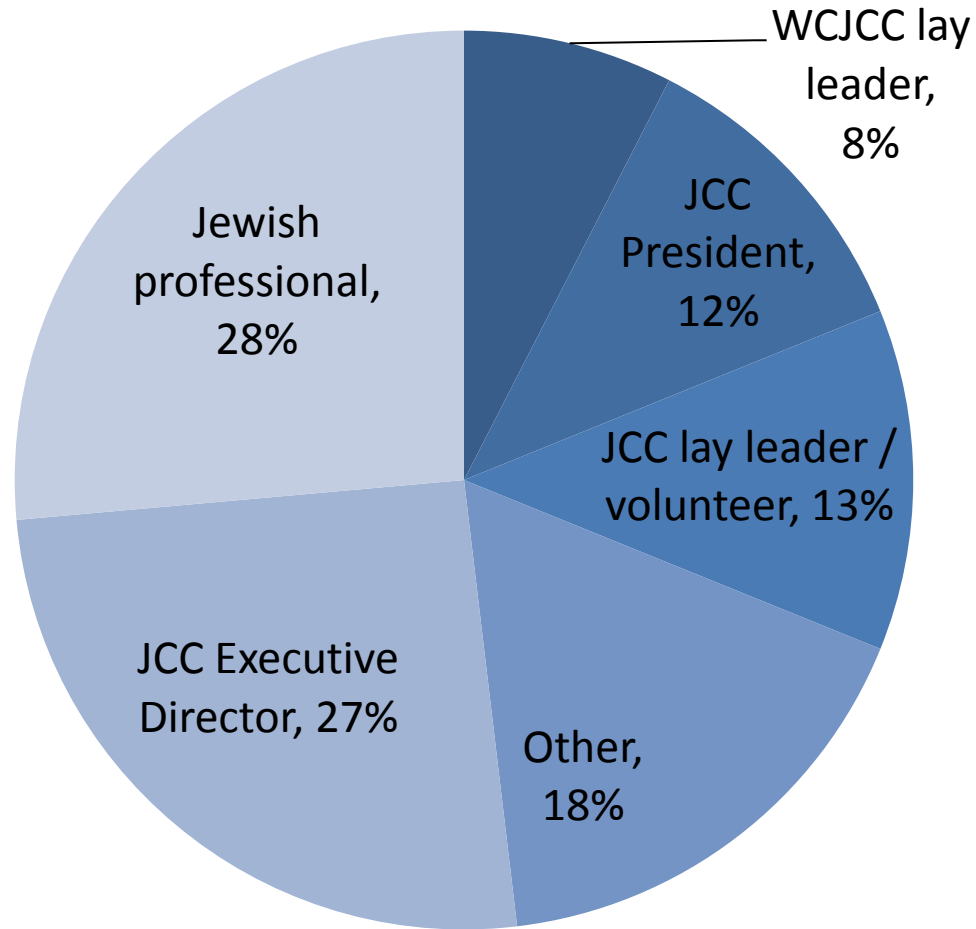
- 50% male, 50% female
- Countries with the largest representation were: Israel, USA, and France.
- One participant attended from India

Regional Distribution of Attendees



PRIMARY ROLE OF CONFERENCE ATTENDEES

- 55% professionals
- 33% lay leaders

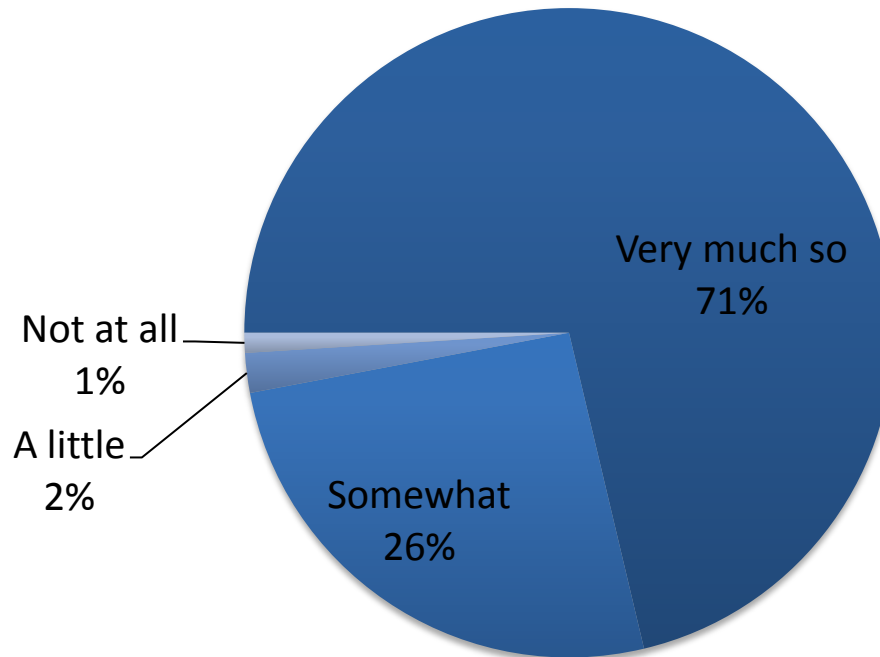


Conference experience

AREAS OF SUCCESS

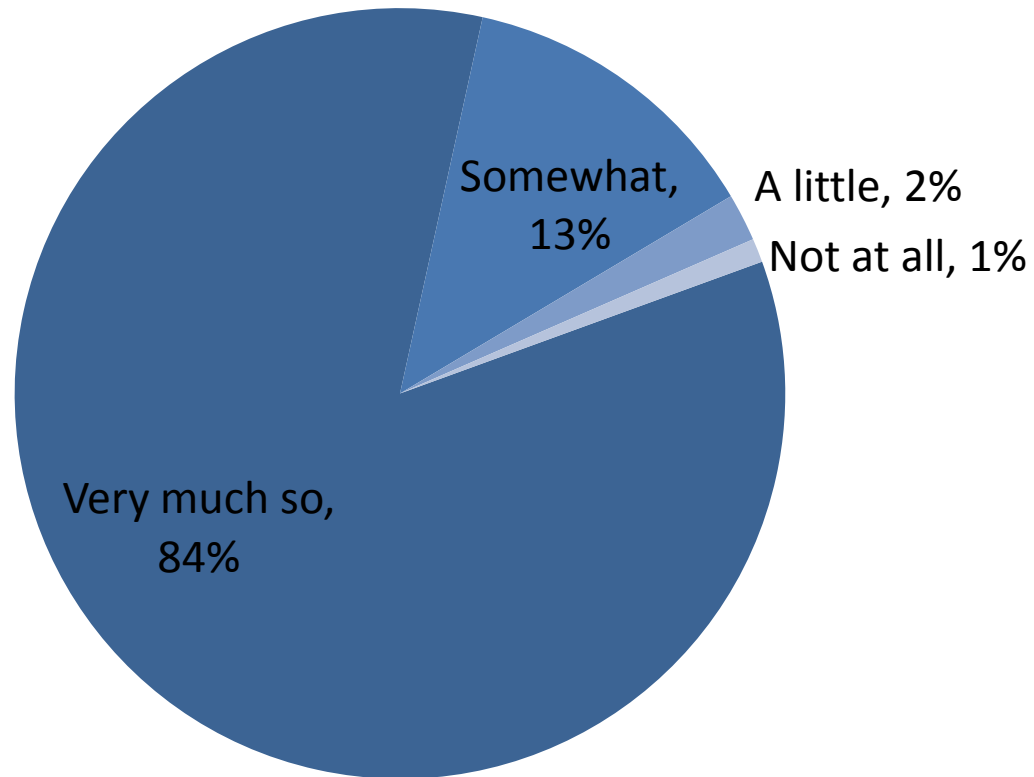
97% SAID CONFERENCE CONTRIBUTED TO DESIRE TO ATTEND NEXT ONE

To what extent did your experience at this year's conference contribute to your desire to attend the next WCJCC conference?



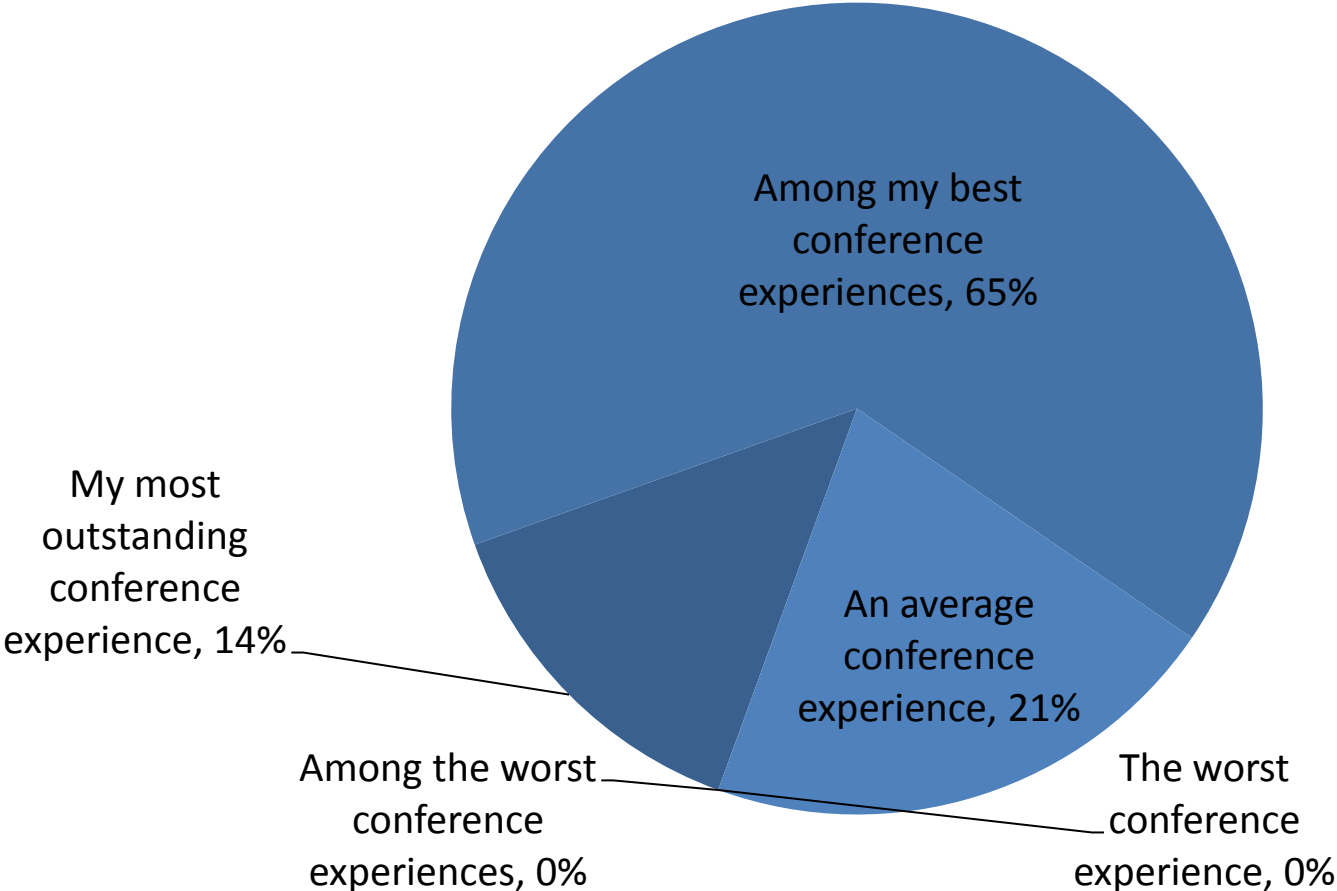
96% SAID CONFERENCE WAS A SUCCESS

Overall, would you say that the conference was a success?



79% SAID CONFERENCE AMONG THE BEST

From your general experience attending Jewish communal conferences, would you say that this WCJCC conference ranks as:

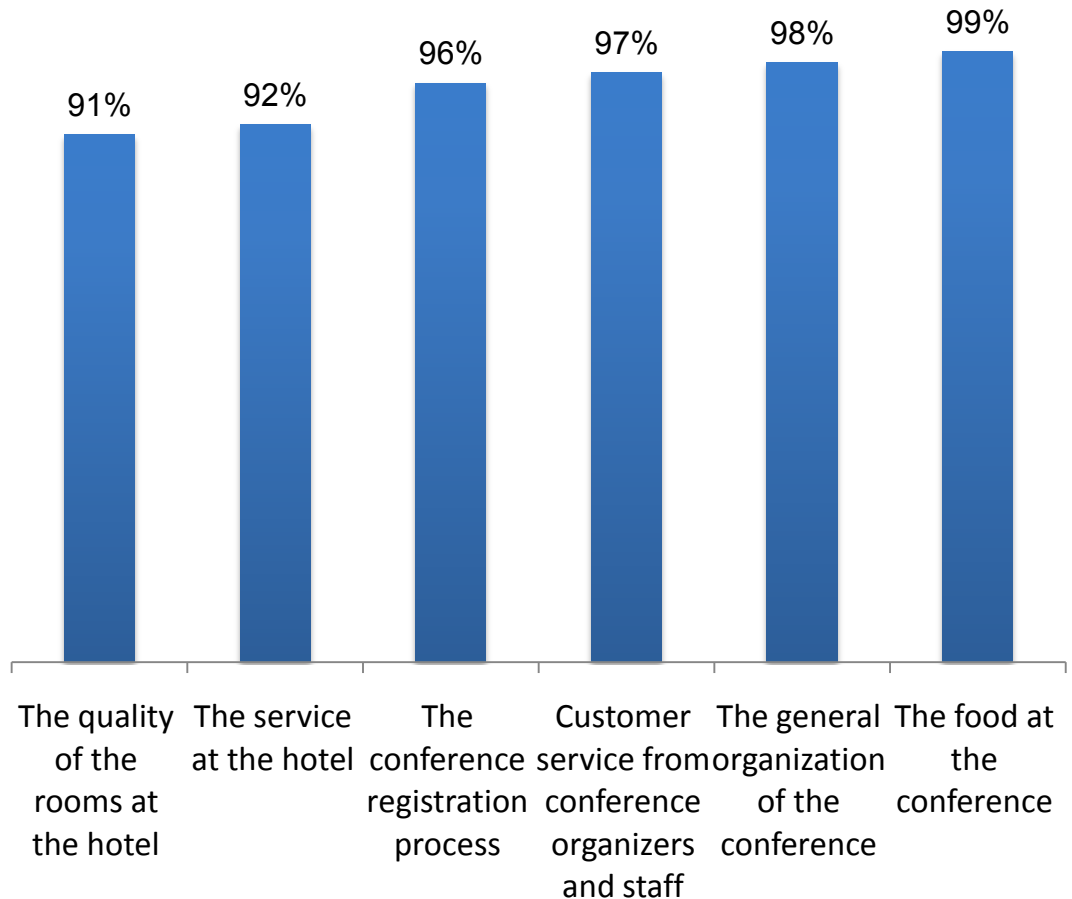


Satisfaction

- Almost all participants expressed satisfaction with the organizational aspects of the conference
- 80% ranked the general organization and customer service as “very positive”

Please rate your experience with the following:

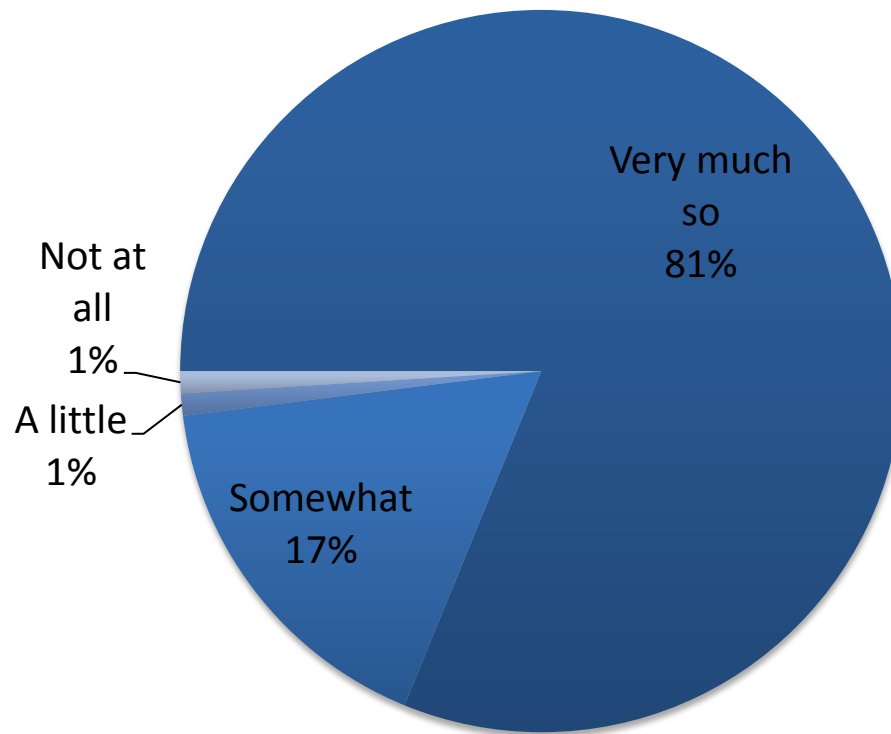
% responding "positive" or "very positive"



Conference theme

- 81% were very interested in the conference theme
- 66% thought it is “very important” that there is a single theme that ties the majority of sessions together into a coherent experience.

To what extent were you personally interested in the conference theme?



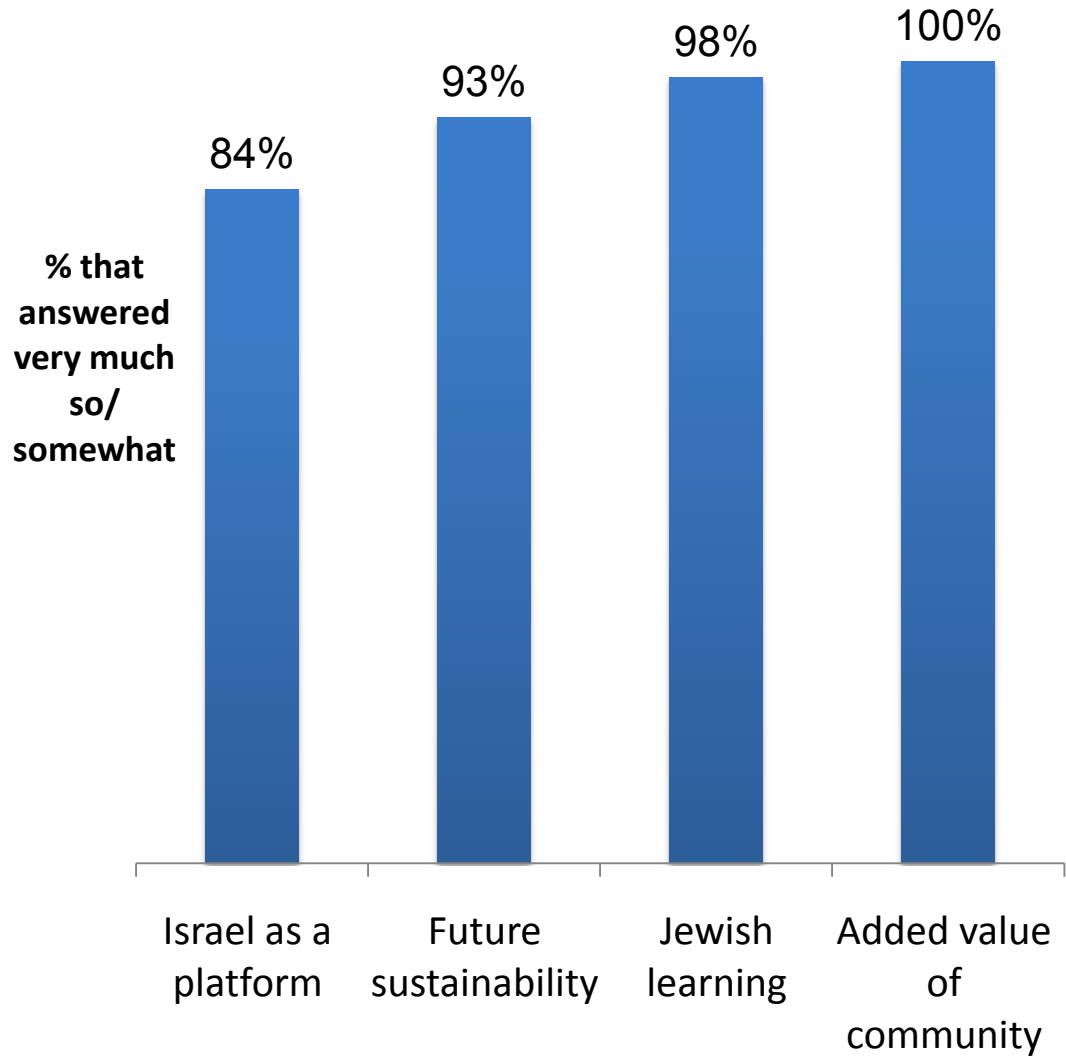
Plenary sessions

There were four plenary sessions attended by 73%-84% of respondents.

- The added value of Jewish community
- How can Israel become a platform for strengthening Jewish identity and community at the JCC?
- Jewish learning in our JCCs: Aspirations, dilemmas, tools.
- Ensuring the future sustainability of the Jewish Community Center

The plenary with Rabbi Dr. Donniel Hartman was evaluated as most successful, closely followed by the plenary with Dr. Ruth Calderon, Asher Ostrin and Avraham Infeld.

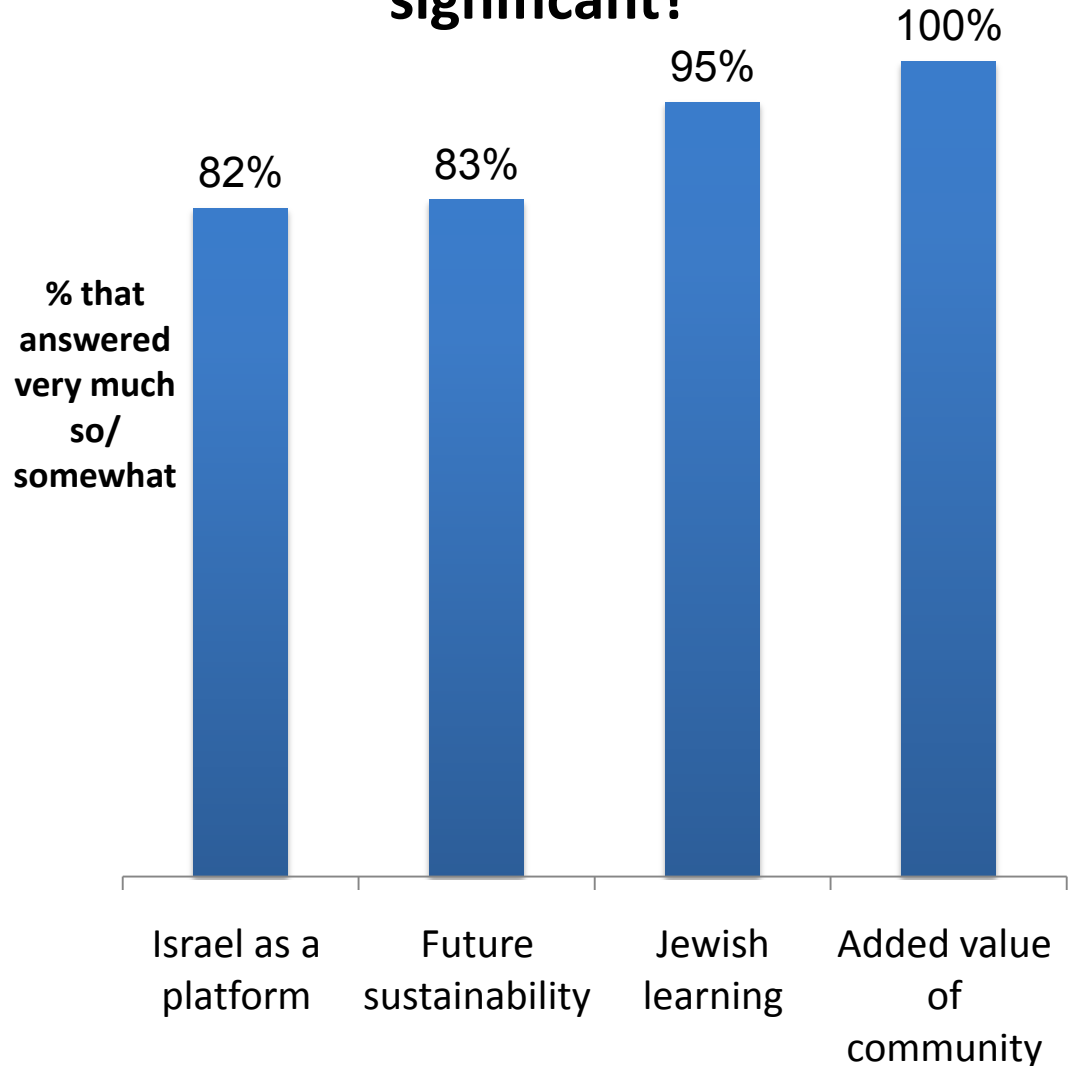
Was the plenary a success?



Plenary sessions

- 82%-100% said that they learned something significant at the plenary sessions
- Again, the plenary with Rabbi Dr. Donniel Hartman was evaluated highest, closely followed by the plenary with Dr. Ruth Calderon, Asher Ostrin and Avraham Infeld
 - 90%-96% also said they felt somewhat or very inspired by those two sessions
 - 73%-78% felt the same way about the other two plenary sessions.

Did you learn something significant?



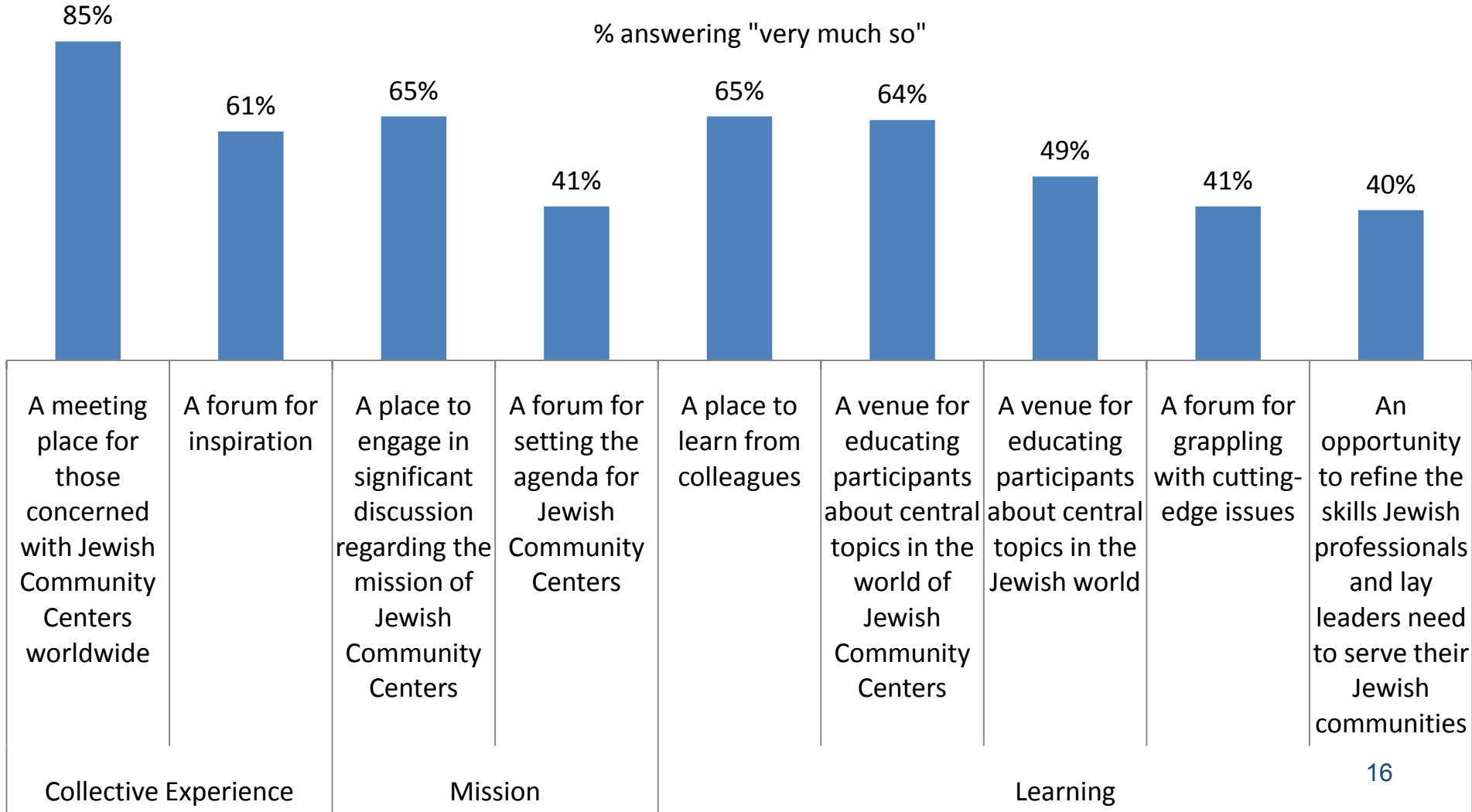
Conference experience

AREAS FOR IMPROVEMENT

Discussing questions regarding a general feeling of Community Center “solidarity” and “inspiration” resulted in higher scores, while areas related to “actual learning” and “substantive discussion/debate” were less successful.

Please tell us the extent to which you think the conference was...

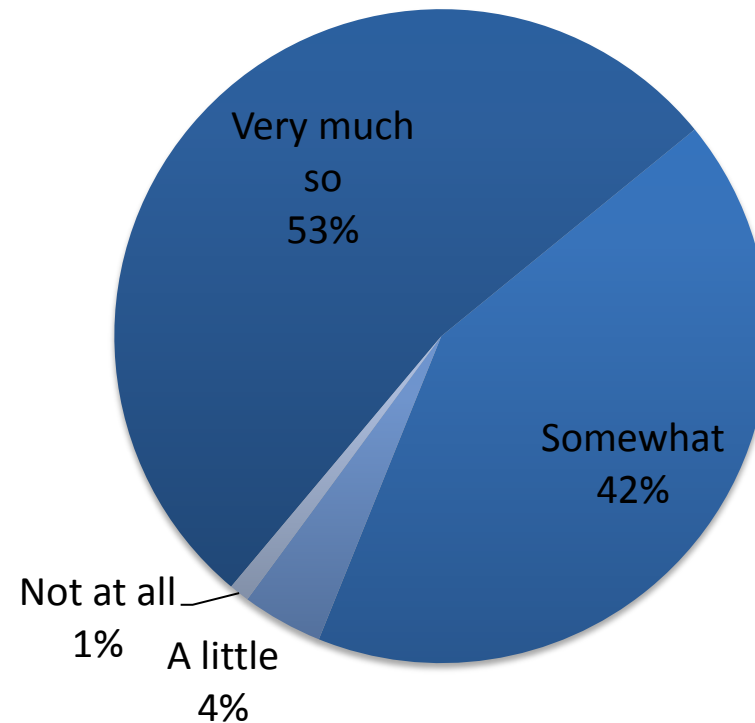
% answering "very much so"



Conference theme

- While participants were interested in the conference theme, there was ambiguity regarding the degree to which the conference was successfully integrated around the theme
- In line with the findings on the previous slide, 44% felt that the extensive focus on a single theme “very much” enabled meaningful in-depth learning, while 50% stated that it only “somewhat” enabled meaningful learning
- In other words, a significant number of participants felt that the learning experience could have been better.

To what extent did you feel that the different parts of the conference were integrated around the theme?

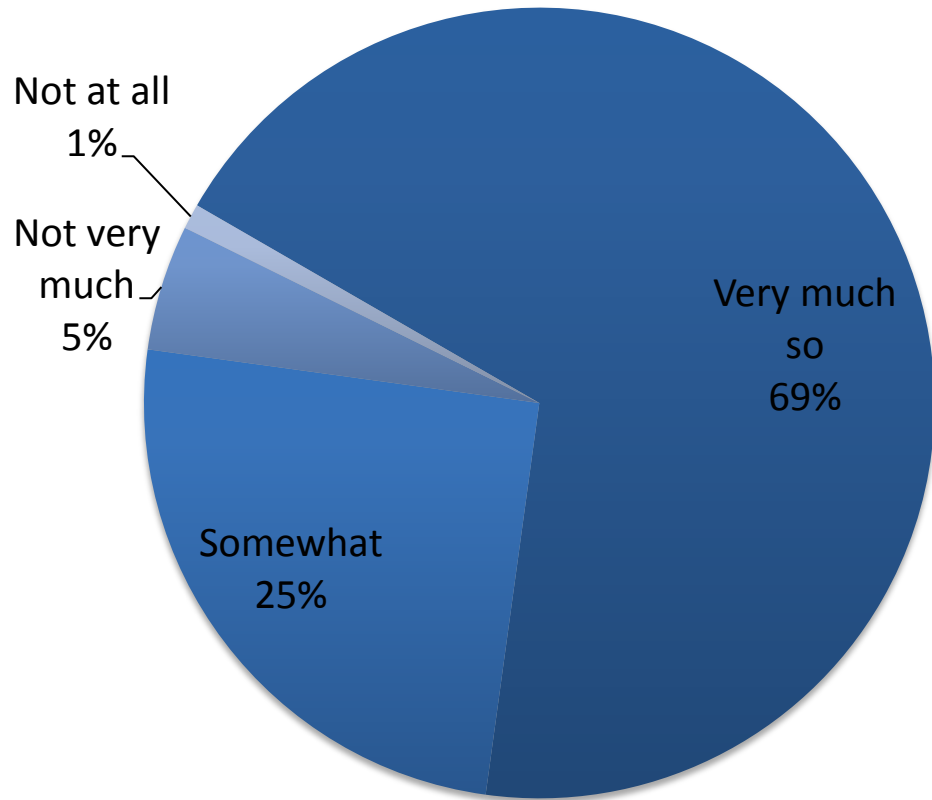


**THE SOURCE OF THE RELATIVELY
LOW MARKS FOR THE LEARNING
EXPERIENCE AT THE CONFERENCE
WERE THE SEMINARS**

The seminars sessions are rated a success, but...

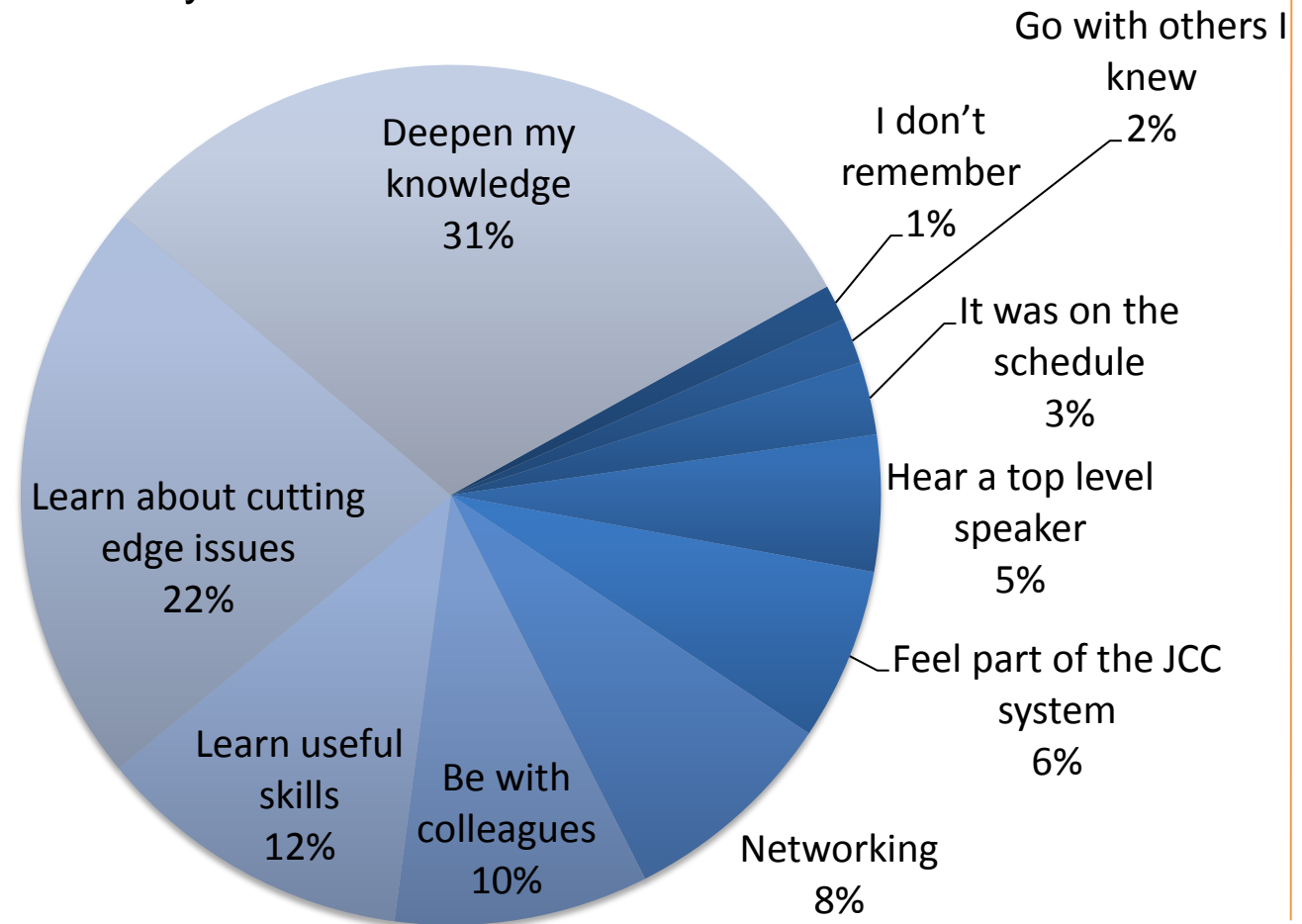
In comparison to the plenary sessions fewer rank the seminars successful

Would you say the seminars you attended were a success?



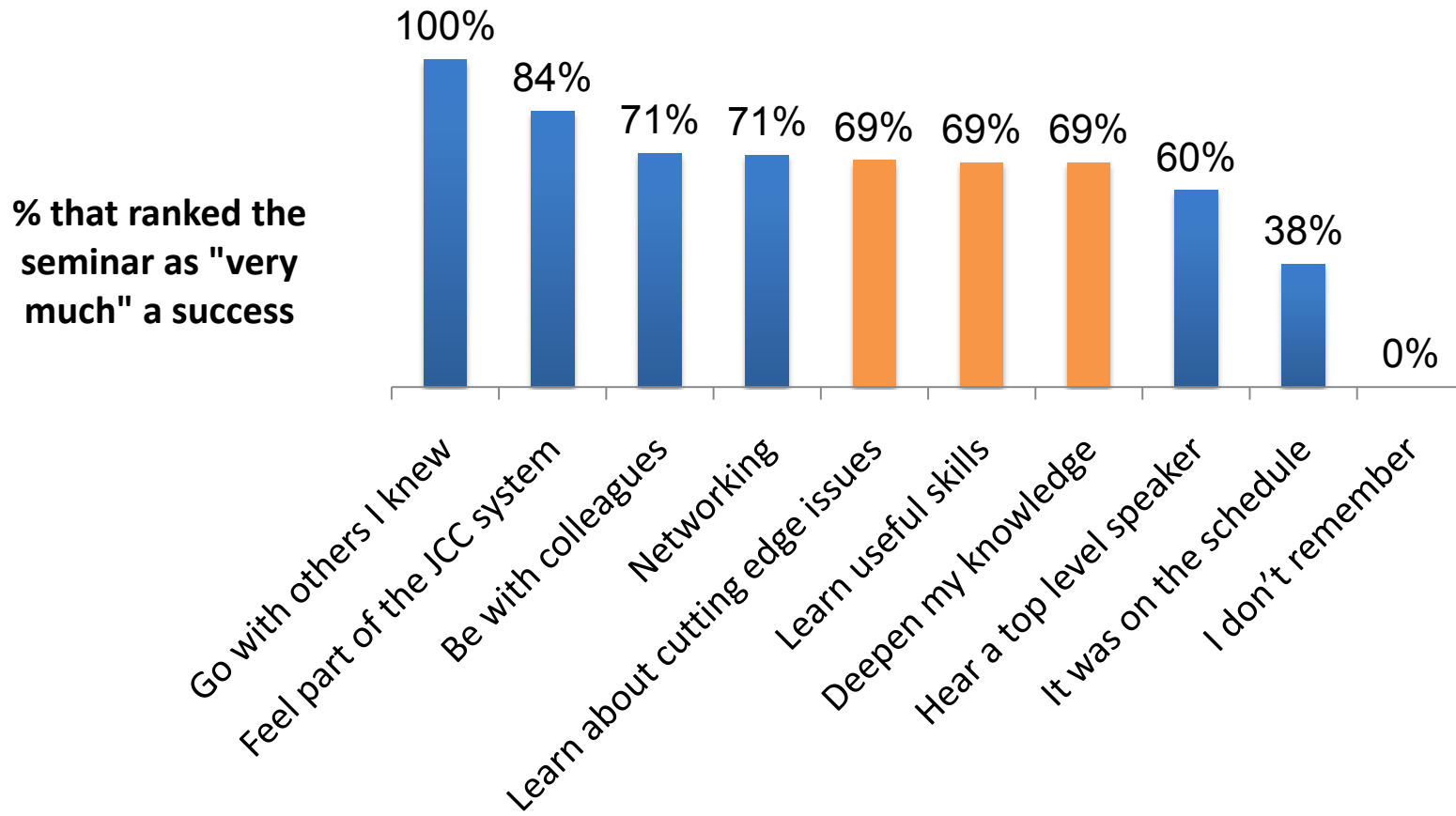
WHILE PARTICIPANTS ATTEND PLENARY SESSIONS FOR INSPIRATION AND TOP LEVEL SPEAKERS, THE PRIMARY MOTIVATION TO ATTEND SEMINAR SESSIONS IS TO LEARN.

Primary motivation to attend seminar



THOSE WHO ATTENDED A SEMINAR WITH THE MOTIVATION TO LEARN WERE LESS LIKELY TO RATE THE SEMINAR AS SUCCESSFUL.

Evaluation of seminars based on motivations to attend



SUGGESTIONS FOR IMPROVEMENTS: MORE FOCUS ON SEMINARS AND QUALITY OF LEARNING

A general comment

“Whilst the plenary sessions were outstanding and inspiring, most of the seminars I attended were not up to standard. ”

JCC to JCC learning

- “Addition of more discussion groups where JCC representatives can discuss their specific issues.”
- “There might be space for interrelation between JCC's in different regions. One could learn from others in the region.”

Discussion about burning issues

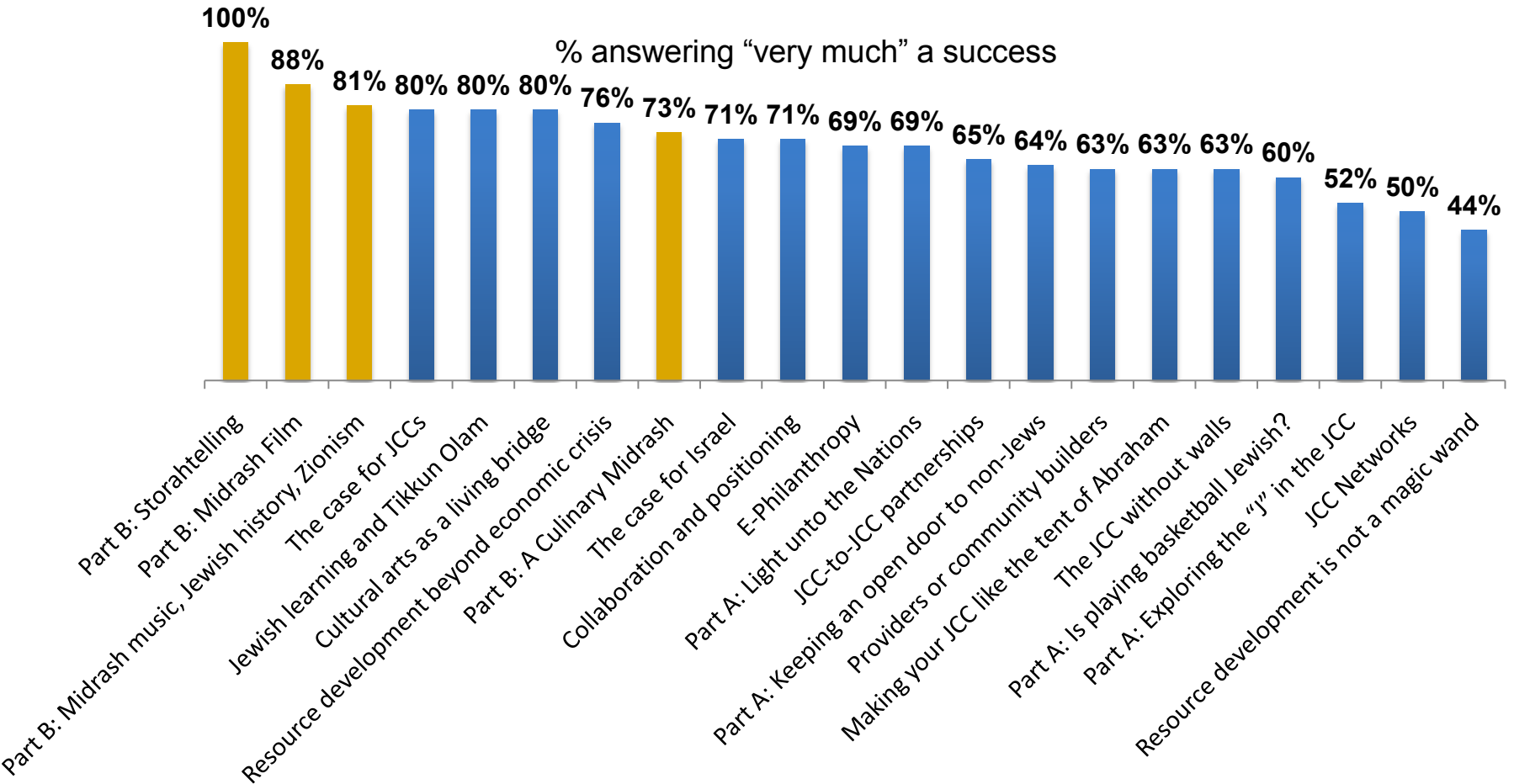
- “In breakout sessions a discussion around burning issues [was missing]”

Communal study

- “I missed an opportunity to study as a community”

SEMINARS WITH OUTSIDE PROFESSIONALS (PART B SESSIONS) WERE RATED MOST SUCCESSFUL

Would you say the seminar was a success?



SPECIFIC SUGGESTIONS HAVING TO DO WITH GREATER USE OF EXTERNAL PROFESSIONALS

- “I feel that the artists assembled for "PART B" of the Wednesday morning sessions should have been given more of a showcase, so that we could have had more of a feeling of what could be brought and how it could be brought home to the local JCCs. We only were exposed to one artist. I think it would have been better to see each one separately.”
- “I would suggest to have more professional speakers who are not only from within the JCC network. It will give the participants new ideas and will be a great inspiration. For example meetings with writers, journalists, singers, painters, politicians, from all the sides of social and political sphere, both from Israel and from abroad.We need to challenge ourselves with controversial topics. Hearing about programs others do at JCCs can be delivered to me in a booklet. At the workshops I want to learn something NEW, that I have NEVER heard about.”

SUMMARY OF MAIN FINDINGS

- Overall, participants are very satisfied with their experience at the conference
- Plenary sessions receive high satisfaction scores
- In comparison to the plenary sessions, the seminars receive lower satisfaction scores; although, the satisfaction level is still high.
 - Lower satisfaction with seminars rooted in desire for more quality learning opportunities
 - Participants most satisfied with seminars in which outside professionals were involved
 - Participants want more opportunities for discussion based learning

IN CONCLUSION: THE GENERAL SENTIMENT

*“The conference was high class:
the hotel, the food , the speakers.
It was a very enriching experience.
I'm already waiting for the next
one.”*

SEE YOU IN 2013!

