Success Equation

JCC of Central New Jersey
September 2017

Priority Outcomes
What changes in behavior, condition, or status are required to achieve the impact?

Impact
What are you ultimately trying to accomplish?

Increased awareness about JCC program offerings and resources in our Jewish network.	Deepen connections to JCC beyond point of initial engagement.	JCC is known for being a welcoming center that celebrates Jewish values and traditions, and takes people deeper along their Jewish Journeys.	J CONNECTION SERVES AS OUR COMMUNITY'S GATEWAY TO DISCOVERING NEW CONNECTIONS TO JEWISH LIFE AT THE JCC.

$$A + B + C = D$$

A
1. More people inquire and attend J Connection & JCC programs overall. (Year over year-TY vs. next)
2. # of first time program participants. 88 people
3. Number of collaborations/partnerships with other Jewish organizations 12 events
4. # of programs infusing Jewish values/content 18 of 18 programs

B
1. # of people attend through staff cross-promotion/cross-selling - 16 new people through cross-selling
2. # of personal connections/conversations (as tracked in Daxko Engage) 68 conversations logged/over 40 personal invitations to programs
3. # of repeat participants within a program area (year over year) over 75% repeat from LY

C
1. # of Survey responses agree that the program/experience affects their perception of the JCC as an organization that celebrates Jewish values and traditions 57% agree or strongly agree (22% response rate-36 of 166 unduplicated responses)
2. Survey program participants to ask Net Promoter (would they recommend), 82% would recommend the JCC to a friend

Performance Measures
How do we measure progress against our outcomes?

1. ID and market to new/broader audiences
2. Create incentive programs for 1st timers
3. Consider opportunities for partnerships/collaborations with other Jewish orgs.
4. Utilize Shaliach as a resource and partner in creating programs.

Saul, J. (2011). p. 75

1. Introduce standardized process for cross-promoting to ID **what's next** for members ("You may also be interested in…")
2. Offer broader selection of relevant program offerings that serve many audiences.

1. Make sure marketing materials promote/highlight Jewish values in our programs.
2. Introduce "Bring a Friend" program across program areas (model off of successful membership promotion)

Key Strategies
Which programs or activities will drive results?