

EDMONTON TALMUD TORAH SOCIETY STRATEGIC PLANNING SURVEY



KEY TAKEAWAYS

To respect survey and respondent confidentiality, this summary document was prepared to provide public highlights of the Society's survey outcomes.

The following key takeaways surfaced from the Society's strategic planning survey. These important points and priorities will serve to inform the Society's new strategic plan.

PART 1 - VISION AND VALUES

- The majority of respondents support our direction as written (>85%)
- The top 3 values are Jewish Identity, Educational Excellence and Community

Several important themes arose from the comments, with recommendations that the statements:

- Be more inspirational
- Include support of the Jewish value Tikkun Olam (making a positive difference in the world)
- Increase our focus on character development and academics
- Include reference to Jewish religion and connection with Israel

These suggestions are now reflected in our finalized vision and values, shared on our website.

PART 2 – KEY STRATEGIC TAKEAWAYS

- 95% of respondents identify as strong supporters of the Edmonton Talmud Torah School

TALMUD TORAH DAY SCHOOL (K-6)

- When choosing a K-6 school, the most important factors identified were Jewish Culture, Judaic Studies, Secular Programming, and Hebrew Education, and being Part of the Jewish Community
- When choosing to not enroll or withdraw a child from Talmud Torah, the most common factors identified were quality of secular education, quality of Jewish education and school fees. School fees were almost always identified in conjunction with other concerns, indicating that parents expect value for money in sending their children to TT.

TALMUD TORAH EARLY LEARNING (AGES 1-5)

- When choosing an Early Learning Centre (ELC), the most important factors identified were Jewish Culture, Educators and Staff, being Part of the Jewish Community, Safety and Teaching Philosophy.

OUTREACH AND COMMUNICATIONS

- Community outreach initiatives that generated the most interest were community collaborations/partnerships, community mixers, and school programming info (incl. info on Hebrew/Judaics).
- From a communications perspective, the need for Talmud Torah to have more of a community presence was identified. Many comments also recommended a more robust communications and branding strategy.