

## Data-Driven Decision Making in the Community



Introducing GrapeVine, a transformative initiative in the Jewish community that combines data aggregation, targeted marketing, and predictive analytics to link the silos of Jewish life. It changes the Jewish experience from being program-centered to consumer-centered.

GrapeVine will be for the Jewish community what Amazon is for books: it suggests programs you might like based on prior history and friends' interests, and offers rewards points and coupons in order to encourage re-use and participation. Individuals are able to navigate their own Jewish journey by getting connected with the right opportunities, programs, and people that meet their interests and life stage at the right point in time. Organizations are able to place their programs in front of a wider audience, and each program can track the impact it has on their alumni.

GrapeVine is a winner of the Jewish New Media Innovation Fund competition and is supported by leading foundations in the Jewish community. It is currently in pilot phase in Columbus and Rhode Island, and will be available to come to your community for 2012-2013.

### SYNAGOGUE MEMBERSHIP SURVEY

In this challenging financial landscape, synagogues need to hear the voice of their membership more than ever. The Measuring Success Synagogue Membership Survey helps synagogue leadership understand the needs and perceptions of their members.

#### Benefit to Synagogues:

- Instant strategic plan, clarified vision
- Create alignment between your vision and your data
- Focus your leadership's limited time on decisions that will have the most impact
- Compare your data to a self-defined peer group of other synagogues like yours

The Synagogue Survey is in use by nearly 20 synagogues and 6,000+ members in New York, Montreal, and Philadelphia. It includes suburban and urban synagogues as large as 2,000 member families and as small as 200.

### FEDERATION DONOR ANALYTICS

Measuring Success is proud to introduce the Federation Donor Analytics tool, a survey that helps federation executives understand the needs and perceptions of their donors.

#### Benefit to Federations:

- Development departments focus their limited capacity in an effective way to maximize giving
- Benchmark your results against a peer group of other federations
- Compare results between different demographic groups
- Segment your donor base with targeted messaging
- Learn key drivers for turning mid-level donors into major donors

## Data-Driven Decision Making for Schools



### PARENT SURVEY

Jewish Day Schools have seen time and time again that perceived quality drives word of mouth, which in turn drives enrollment and tuition revenue. The Parent Survey, created by Measuring Success and PEJE, helps you understand how current, prospective, and past parents perceive the value of your school.

#### With the Parent Survey you will be able to:

- Focus resources on key areas that matter most
- Dissect data by demographic groups for more focused feedback
- Benchmark your school against a database of over 20,000 records, including self-selected peers
- Achieve 80 percent average response rates
- Get professional support to create an action plan to improve your school

### ALUMNI IMPACT SURVEY

Learn about your school's influence on past students and reestablish relationships with recent and older alumni, as well as past parents with the Alumni Impact Surveys, developed by Measuring Success and the Independent Schools Association of the Central States (ISACS).

#### The Alumni Impact Surveys enables school leaders to:

- Understand your school's impact on alumni in their collegiate, professional and personal lives
- Gain valuable, objective feedback from recent and older alumni, and recent past parents
- Maintain a connection with alumni and your school
- Benchmark your alumni against the over 500 responses already in the database

### STRATEGIC FINANCIAL MODELING TOOL

The Strategic Financial Modeling Tool (SFMT), developed in partnership by Measuring Success and PEJE, helps schools achieve financial sustainability. The SFMT is an interactive, versatile software program that allows a school to plan for its financial future effectively and efficiently.

#### Benefits of the SFMT:

- Receive automatic feedback based on benchmark data from both Jewish and Independent schools
- Gain insight through detailed budget information for each school division
- Experiment with multiple scenarios based on evolving enrollment, tuition, and financial aid needs
- Easily communicate operational and strategic goals for board or donor presentations with preformatted charts and tables

### ADMISSION TRACKER

In this challenging economic climate, maximizing your school's tuition revenue is critical. Based on PEJE's established best practices in admission, the Admission Tracker, developed by PEJE and Measuring Success, uses a simple interface to help you manage the admission process to meet your enrollment goals.

#### The Admission Tracker will help you:

- Monitor and steward prospective students in a timely fashion
- Analyze and present your admission data in simple and easily understood reports and graphs
- Create custom reports tailored to meet your school's needs
- Improve your enrollment pipeline to meet future enrollment goals

For more information contact us at [info@measuring-success.com](mailto:info@measuring-success.com) or call  
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