



THE
MELIOR
GROUP

Information. Intelligence. Insights.

Case Study



Identifying the Key Indicators of a Vibrant Jewish Community in Hartford, CT

The Challenge

The leaders of the Jewish Federation and Jewish Community Foundation of Greater Hartford wanted to deepen their understanding of their community in order to better drive its development and connection going forward.

The Melior Group was engaged to conduct a study, aiming to:

- 1) Gather knowledge and measurable data on the current health of the community
- 2) Better understand needs of community members and understand gaps in service
- 3) Better understand the community's attitudes, beliefs, values and demographic characteristics
- 4) Create a community scorecard that defines and measures the key indicators of a vibrant Jewish community.

The Process

First, The Melior Group used in-depth interviews with community stakeholders, focus groups with individuals who did not feel connected to the community, and in-person and online community forums to gather opinions of and perspectives on the Hartford Jewish community. Then, Melior conducted a large scale, online survey.

The Outcome

The Melior Group utilized the research results to determine the key metrics that define a healthy, vibrant, Jewish community and establish a baseline assessment of the performance of the Hartford Jewish community against which to measure future changes. A dashboard reflecting progress towards solving community challenges and creating a more vibrant and sustainable community has been developed and is currently available at <http://www.jmapct.org/>.



JEWISH
COMMUNITY
FOUNDATION



This logo was used in marketing the survey campaign.

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