



PRESS RELEASE

Jewish Silicon Valley Releases 2024 Santa Clara County Jewish Community Study

Study Launches Santa Clara County Resource Hub and Sets Foundations for Collaborative Community-wide Initiatives, Partnerships, Learning Networks, and Funding

Los Gatos, Calif. June 10, 2024 – Jewish Silicon Valley, a non-profit organization focused on connecting, fostering, and advocating for the Jewish community in Silicon Valley, announced today the findings of the *2024 Santa Clara County Jewish Community Study: Building Communal Identity and Developing Strategic Initiatives*. The study, funded by Chai House, Inc., commissioned by Jewish Silicon Valley, and conducted by Rosov Consulting is the first study designed to transcend the traditional divide between “South Bay” and “South Peninsula” areas, building a broader Santa Clara County Jewish communal identity.

The release includes the launch of the *2024 Santa Clara County Jewish Community Study Resource Hub*, an online portal open to the public to seamlessly access the data for ongoing, collaborative, community-wide strategic initiatives, partnership, and learning networks.

(<https://www.jvalley.org/the-2024-santa-clara-county-jewish-community-study/>)

Collaborative Process

Jewish Silicon Valley engaged Rosov Consulting, a Berkeley-based research and evaluation firm specializing in the Jewish communal sector. The study process comprised several distinct components.

- An initial series of discussions with dozens of community professionals and volunteers to understand what they hoped to learn from the study.
- Three modes of data collection, including an opt-in individual survey, focus groups/interviews, and organizational inventories.
- Mapping of the Jewish community’s physical assets.

After initial data was collected and analyzed, the team hosted shareback sessions with key stakeholders to collectively identify the most pressing issues and opportunities.

“We used every stage of this process as a learning opportunity,” said Rabbi Hugh Seid-Valencia, Chief Community Officer with Jewish Silicon Valley. “With that framework in mind, we adapted our goals for the shareback sessions, which shifted from merely an opportunity to present more analysis and became learning sessions for stakeholders to reflect on and respond to the data.”

Identified Opportunities

The study found seven critical topics that are top of mind for the Jewish Community including Safety and Security, Human Service Needs, Community Funding and Programming Priorities, Barriers to Connection and Participation, Leadership Pipeline, Jewish Organizations, and Israel.

Additionally, the study identified seven specific groups of particular interest to community members, including Children and Teenagers, Young Adults, Older Adults, Newcomers to Santa Clara County, Diverse Identity Groups, Immigrants, and the Economically Vulnerable.

The study revealed several opportunities to address challenges such as:

- Creating a centralized online information portal to address the difficulty in finding information about communal services, programs, activities, and events.
- Nurturing a leadership pipeline by engaging young adults around their needs and interests.
- Creating safe spaces and facilitating conversations about feelings toward, concerns about, connections to, and perspectives on Israel.
- Helping with older adult services, including independent living facilities, assisted living facilities, and services to prevent social isolation as well as Offsite and satellite programming.

“Funders and organizations should feel empowered to use the study’s robust range of data and findings as a foundation for helping to determine funding priorities, as well as for informing their current practice and strategic planning,” said Rabbi Hugh Seid-Valencia.

The study’s final report is the starting point for action - for identifying and prioritizing solutions to the gaps and needs found in the study. While many of the opportunities for growth and improvement can be addressed on an ad hoc basis, many call for collective, integrated, coordinated action.

Phase 2

Jewish Silicon Valley is extending its collaboration with Rosov Consulting on a second phase of the community study. During this second phase, community members will work through a structured and professionally facilitated framework with the goal of creating and implementing a collective set of initiatives addressing the noted opportunities from the study. Rooted in a new way of collaborating and thinking about addressing the needs of the Jewish community, initiatives will include specific key performance indicators and evaluation milestones.

To read the full 2024 Santa Clara County Jewish Community Study: Building Communal Identity and Developing Strategic Initiatives, visit:

<https://www.jvalley.org/the-2024-santa-clara-county-jewish-community-study/>

About Jewish Silicon Valley: Jewish Silicon Valley (JSV) is a 501(c)(3) nonprofit community center and welcomes people of all faiths and backgrounds. Located in Los Gatos, California, JSV powers and operates the Addison-Penzak Jewish Community Center (APJCC) on the Levy Family Campus. The APJCC’s programs and services include a state-of-the-art Fitness Center,

Aquatics Center, and Tennis Complex, full gymnasium, highly regarded APJCC Preschool, summer camps and after-school programs, adult education, art exhibits and cultural events, and social and enrichment programs for children, teenagers, adults and seniors. JSV's mission is to harness the power of community to improve lives, build bridges of understanding, and strengthen the Jewish people here, in Israel, and around the world. Visit www.jvalley.org for more information.

About Rosov Consulting: *At Rosov Consulting, our mission is to provide high-quality research, evaluation, and data-based insights to Jewish organizations (philanthropy, non-profit, governmental, and non-governmental), enabling them to make informed decisions and effectively pursue their strategic goals. Our work is driven by a vision of diverse, thriving, data-informed ecosystems of Jewish organizations that understand and effectively meet the needs of the people and communities they serve. Through our mission and vision, we seek to strengthen the Jewish People and Jewish communities in North America, Israel, and elsewhere around the world. We have staff throughout the U.S. and in Israel and we do work around the world.*

About Chai House Inc.: *Chai House Inc, manages and allocates funds from the sale of the affordable senior living facility, Chai House, to continue to serve the Jewish community. Using insights from the 2024 Santa Clara Community Study, Chai House Inc. intends to work closely with community agencies and synagogues to identify greatest needs and fund effective programs and innovative partnerships that will impact, grow and support our community.*

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For questions about the study, email communitystudy@jvalley.org