

## Pozez JCC: j.family Ambassadors

j.family Ambassador Program • Impact Grant

The JCC or Northern Virginia will continue j. family Ambassadors program in Northern Virginia to support new parents to connect with other young families raising Jewish children. The j. family ambassadors foster connections and relationships by providing access to communal experiences and institutions.

### Proposal

j.family Ambassador

### Funding

\$40,000

### Category

NOVA - Impact

### Program Goals

1. Ambassadors connect with approximately 100 new families each year through one-on-one conversations. Tracked quantitatively in a database.
2. Continue to connect with each family multiple times per year through 5 different touch points: one-on-one coffee talks, calls, e-mails, texts, events and social media postings. Families continuing to engage after year one are considered beneficiaries of the program. Tracked quantitatively in database.
3. Develop programs and provide resources to best serve them by using a listen, design, learn approach. Track anecdotally each coffee talk through coffee talk summaries kept by each ambassador.
4. Provide support showing that families are making personal connections with other families. Tracked through informal and formal surveys.
5. Provide support showing that families are attending the JCCNV's Growing Jewish Families (GJF) events and encourage attendance at other Jewish family events. Tracked quantitatively in database.
6. Information Sharing - using our listen, design, learn approach to share all relevant information provided by ambassadors and families with others to help plan/facilitate future programs and services.

### Metrics: Year-End Reporting

**75%** of respondents are satisfied with the experiences they attended

76% of respondents are satisfied with the experiences they attended



100 new families

74 new families

**50%** of respondents report that their j.family ambassador helps them connect with the Jewish community in Northern Virginia

80% of respondents report that their j.family ambassador helps them connect with the Jewish community in Northern Virginia



200+ informal conversations with ambassadors throughout the year

Over 200 informal conversations were held

**5**

touchpoints per family per year

5 virtual touchpoints were made with each family

**COVID Impact:** On April 30, 2020, we furloughed our JFA staff, and went into maintenance mode. From April until the end of the fiscal year, Community Engagement Director Laurie Albert maintained the JFA presence.

