



THE
MELIOR
GROUP

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Market Opportunity Evaluation for Jewish Day Schools In Massachusetts

Case Study

The Challenge

For many years, The Harold Grinspoon Foundation (HGF) has been a generous supporter of Jewish Day Schools (JDS) in the Pioneer Valley area of Massachusetts. In order to develop the strategies and tactics needed to ensure their long-term viability, HGF required a deeper understanding of the environment in which these schools operate: What were the issues and perceptions of Jewish parents and community leaders in the area with respect to Jewish Day Schools, and Jewish education in general?

The Process

In order to cast a wide net and reach all stakeholders involved, The Melior Group used a combination of in-depth interviews with JDS administrators as well as current, former and prospective JDS families, and a large scale web survey of Jewish parents of school age children in the area.

The Outcome

The research identified a variety of hurdles to JDS enrollment and posited recommendations for overcoming them. Among the market issues addressed by the recommendations were: geographic considerations, filling the pipeline, stemming the middle school exodus and clarifying the value proposition. In addition, Melior shared school-specific recommendations directed at growing enrollment.

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