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## Case Study



# Exploring the Demand for Additional Jewish Early Childhood Education and Infant Care in Cincinnati, OH

### The Challenge:

Based on the strong demand for Jewish early childhood education and infant care in the Cincinnati Metro area, and anecdotal evidence that there were not enough offerings, The Jewish Federation and the Jewish Foundation of Cincinnati were considering expanding the current offerings by investing in additional capacity. Wanting to assess market need for and interest in this additional capacity, Melior was asked to answer the following questions:

- Is early childhood education a contributor to Cincinnati young families' engagement with the Jewish community and the development of one's Jewish identity?
- Is there sufficient interest in pluralistic Jewish early childhood education to make additional capacity a strategic priority for the Jewish Federation and Foundation?
- What would the expanded and/or new program design would need to look like in order to optimize its appeal to current and future young Jewish families?

### The Process:

In order to achieve a better understanding of the current early childhood education offerings and what needs might not be met, Melior conducted qualitative research with school administrators and teachers, as well as parents who utilized Jewish early childhood education and those who did not. To gain a more comprehensive understanding of the population's opinions, desires and needs, Melior then created and implemented an online survey for young parents and those planning to be parents.

### The Outcome:

Melior determined that there was a desire from parents for more early childhood education capacity, particularly for infant care. In addition, it became clear that the waitlist for Jewish early childhood education programs was a stressor for many parents, and caused impressions that there was not enough capacity in the programs for children. With recommendations on how to better communicate about program capacity and how waitlists work, as well as what an ideal new or expanded Jewish early childhood education program would look like, the Cincinnati Federation and Foundation are better equipped to make an expansion decision.



This logo was used in marketing the survey campaign.

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