



Evaluation Report

Moishe House

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I. Introduction

Background

Founded in 2008, Moishe House is a nonprofit organization whose mission is “to provide meaningful Jewish experiences for young adults around the world by supporting leaders in their twenties as they create vibrant home-based Jewish communities.” The Moishe House model is elegant in its simplicity and impressive in its accomplishments. The organization supports an international network of resident-managed houses that build peer-based Jewish communities for post-college young adults.

Today, the network has grown to 37 houses in 14 countries with 140 active residents that will serve over 50,000 total attendees in 2011, 12,000 of whom are first-time participants. Moishe House provides a rent subsidy and a program budget to residents who are responsible for hosting on average 6 programs a month out of their home. Some percentage of the programming must be Jewish-themed; otherwise, the residents have considerable freedom in deciding how programs are organized and run. It is these events, the participants they attract, and the relationships that are created that help promote Jewish growth and build vibrant Jewish communities in those cities where Moishe House has a presence.

In a very short period of time, Moishe House has attracted the support of numerous private funders and established itself as a popular and promising model for building meaningful community among young Jewish adults. In less than four years, the operating budget has increased by 75%, from \$940,000 in FY 2008 to \$1.65 million in FY 2011 and the organization continues to grow.

Theory of Change

The Moishe House program is based on a theory of change that posits that providing young Jewish adults with a homelike environment and high quality program supports that facilitate the offering of meaningful programs related to Jewish spirituality and community, Jewish learning, tikkun olam (social justice and community service) will result in strong friendships and broader peer networks and will encourage all participants to become more aware of the opportunities to engage in Jewish life, to be more interested in participating in Jewish life, and eventually to be more positive about their Jewish identity and more connected to their Jewish community (as they define it). These positive outcomes, in turn, will ultimately contribute to a lifelong commitment and involvement in living a Jewish life, creating a Jewish home and being active in the Jewish community.

Evaluation Framework

From the outset, Moishe House has been committed to excellence in all aspects of its programs and operations and more recently sought to integrate evaluation into its operations, planning, and decision-making. To help Moishe House to better assess and improve upon its innovative work, as well as to help sustain current achievements and maximize the chances of successful and sustainable growth, the Jim Joseph Foundation, in collaboration with the Charles and Lynn Schusterman Family Foundation and Moishe House, engaged TCC Group, an independent national consulting firm that provides evaluation and planning services to nonprofits and foundations, in a three year engagement to develop and pilot an evaluation system.

This evaluation has the following objectives:

- Assess the degree to which Moishe House is achieving its programmatic and organizational outcomes as outlined in its Theory of Change;
- Increase Moishe House's internal capacity for ongoing self-assessment and learning;
- Assess Moishe House's organizational capacity to provide insights into its strengths as well as areas for growth;
- Share lessons learned with stakeholders and peers in the field related to Jewish engagement and education of emerging adults.

During the first year of the evaluation, TCC Group consultants worked with staff from Moishe House, the Jim Joseph Foundation, and the Charles and Lynn Schusterman Family Foundation to create an evaluation plan that included a logic model (found on Appendix A) articulating Moishe House's theory of change, a set of prioritized evaluation questions, indicators and measures, strategies for collecting data, and sources or information. The methodology underlying this study can be found in the next section of this report.

This report represents the culmination of the first year of the evaluation.¹ It includes the following sections:

- I. Introduction
- II. Evaluation Methodology (priority evaluation questions, data collection methods, data analysis)
- III. Evaluation Findings
 - Resident findings
 - Participant findings
 - Qualities of programmatic support
 - Organizational capacity
- IV. Recommendations
- V. A note on directions for future research

¹ There will be continued data collection, analysis, and reporting in Years Two and Three of this evaluation. The engagement is designed to build the capacity of Moishe House staff to collect, analyze, and learn from evaluation findings. TCC Group will provide trainings to this end, and will gradually reduce its role in the evaluation.

II. Evaluation methodology

A. Priority evaluation questions

The high priority evaluation questions fall into four focus areas: resident outcomes (short-term and interim outcomes), participant outcomes (short-term and interim outcomes), quality of programmatic support, and organizational capacity.

Resident Outcomes – short-term:

- 1.** To what extent and at what level have Moishe House residents achieved the desired outcomes in 3-18 months?
 - Increased awareness and knowledge to live active Jewish lives.
 - Increased motivation to live active Jewish lives.
 - Sense of ownership of their Jewish homes.
 - Stronger sense of Jewish identities.
 - Aware of, and utilizing, local and national resources.
 - See themselves as community builders / educators, part of a larger enterprise.

Resident Outcomes – interim:

- 2.** To what extent and at what level have Moishe House residents achieved the desired outcomes in 1.5-2.5 years?
 - Increased leadership skills.
 - Increased opportunities for deeper Jewish learning.
 - Stronger connection with young Jewish adults in their community and other residents around the globe.
 - Stronger connections with Judaism.
 - Support Moishe House financially.
- 3.** To what extent, and at what level, have Moishe House residents achieved the desired outcomes in 2.5-4 years?
 - Incorporating Judaism into lives.
 - Stronger commitment to the Jewish community.
 - Continue to live active Jewish lives with their families and peers.
 - Invest in Moishe House as an institution.

Participant Outcomes – short-term:

- 4.** To what extent and at what level have Moishe House participants achieved the desired outcomes in 3-18 months?
 - Increased awareness of Moishe House.
 - Consider Moishe House to be a hub of Jewish life for young Jewish adults.
 - See value and enjoyment in peer-based Jewish community.
 - See value and enjoyment in choosing to live active Jewish lives.
 - Aware of other Jewish opportunities in their community.
 - Increase number of friendships and relationships with young Jews.

Participant Outcomes – interim:

- 5.** To what extent and at what level have Moishe House participants achieved the desired outcomes in 1.5-2.5 years?

- Increased interests in Moishe House experiences.
 - Stronger connection with young Jewish adults in their community.
 - Promote Moishe House as a hub for Jewish life for young Jewish adults to peers and funders.
 - Stronger sense of Jewish identities/ more positive attitude toward Judaism.
 - Increased motivation to live active Jewish lives.
 - Recognize the value of and enjoy a Jewish life and Jewish learning.
- 6.** To what extent and at what level have Moishe House participants achieved the desired outcomes in 2.5-4 years?
- Increased involvement in Jewish life.
 - Increased connection with their Jewish peers and the broader Jewish community.
 - Invest in Moishe House as an institution.

Quality of Programmatic Support:

- 7.** What is the quality and quantity of the annual leader training retreats?
- 8.** What is the quality and quantity of the educational and technical support and resources provided to Houses/ Residents on an ongoing basis?

Organizational Capacity:

- 9.** To what extent and in what ways does Moishe House demonstrate effective management within and across houses?

B. Data collection methods

From this list of high priority evaluation questions, the Evaluation Advisory Team and TCC Group completed the evaluation plan by identifying measures, information sources (e.g., residents and participants), and appropriate data collection methods (e.g., surveys, interviews, and focus groups)². Table 1 provides an overview of the data collection activities in year one and the priority evaluation questions each of them will help address.

² The complete evaluation plan was presented to the Evaluation Advisory Team in the June 18th 2010 document, entitled “Moishe House Evaluation Plan and Design.”

Table 1. Overview of data collection activities in year one

| Data collection activities | | High priority evaluation questions | | | | Timing |
|------------------------------|--|------------------------------------|----------------------|------------------------|-------------------------|-----------------------|
| | | Resident outcomes | Participant outcomes | Quality of programming | Organizational Capacity | |
| Qualitative data collection | Key informant interviews (N=9) | ✓ | ✓ | | ✓ | January 2010 |
| | Interviews with national staff (N=5) | ✓ | | ✓ | ✓ | July 2010 |
| | Interviews with residents (N=28) | ✓ | | ✓ | ✓ | August-September 2010 |
| | Focus group with participants (5 focus groups) | | ✓ | | | August-September 2010 |
| Quantitative data collection | Survey of residents (N=134; 112 current residents, 22 alumni) | ✓ | | ✓ | ✓ | January 5 - 21, 2011 |
| | Survey of participants (N=657) | | ✓ | | | January 5 - 21, 2011 |
| Secondary data | Review of Mintranet data | | | | | January 2010 |

Key informant interviews: TCC conducted interviews with 9 key leaders, including representatives from the Foundations and senior leaders at Moishe House. These interviews were designed to help TCC gain insights into the Moishe House program and its evaluation priorities, as well as the program's culture and capacity for evaluation moving forward. Results from these interviews were used to guide the development of Moishe House logic model, and not included in this evaluation report.

Interviews with Moishe House national staff: TCC conducted phone interviews with five Moishe House national staff to capture their perspectives and perceptions of Moishe House in terms of organizational effectiveness, program quality, and perceived outcomes.

Interviews with Moishe House residents: Using a purposive sampling strategy, TCC conducted phone interviews with 28 of Moishe House. These interviews focused on residents' experience living in Moishe House, their perception of the quality of the training and support they received from the national office (including the online community, annual retreats, etc.), successes and challenges in building peer-based community for young Jewish adults, perceived outcomes for themselves and participants, and their recommendations for improvement. The 28 residents interviewed for this evaluation included 24 current residents and 4 alumni. They represented 21 houses: 11 houses in the Eastern region, 6 houses in the Western region, and 4 International houses. Appendix B provides more detailed description of the characteristics of the residents interviewed for this evaluation.

Focus Groups of Moishe House participants: TCC conducted four in-person focus groups with participants in four different cities - the Bay Area, Chicago, Philadelphia, Washington D.C. – and one focus group via conference call with participants from houses in the Midwest. These focus groups were designed to gather qualitative information about participants' experience with Moishe House, their perception of program quality and outcomes, as well as recommendations for improvement.

Survey of residents: This online survey used a retrospective pre-post survey design to measure perceived changes in residents' awareness, knowledge, attitudes, skills, opportunities, and behaviors after their living in Moishe House. The retrospective pre-post survey asks participants to think back to their life as a post-college young adult prior to living in Moishe House and to reflect on their life now as a resident of Moishe House. Both pre and post were administered in one survey. In addition to measuring changes, the survey also collected information about residents' background, their perception of the quality of the training and support they received from the national office, as well as their plans for the near future. All current residents (n=118) and a number of alumni were invited to participate in the survey. 112 residents and 22 alumni responded to the survey. The response rate for residents was 95%³. Among the current resident respondents, 77 were residents based in U.S. and 36 were international residents. The response rate for U.S. residents and international residents were 100% and 88%, respectively.

Survey of participants: This online survey was designed to collect quantitative information about participants' background, their experience with Moishe House, their perception of program quality and outcomes, as well as recommendations for improvement. Each house was in charge of inviting participants to complete the participant survey. Overall, 657 individuals responded to the participant survey. For the U.S. houses, the number of respondents for each house ranged from 10 to 32, with an average of 21 respondents per house. For the international houses, the number of respondents for each house ranged from 1 to 54, with an average of 13 respondents per house.⁴ Because each house distributed the survey link to its participants, TCC did not have sufficient information to determine survey response rate.

Review of Mintranet data: TCC reviewed and assessed the information collected through Mintranet and "crosswalked" the existing/available data fields with the measures and indicators created in the evaluation plan. Based on this assessment, TCC determined that data that had already been captured by Mintranet did not provide the type of information needed to address the key questions for this evaluation. Therefore, TCC did not use Mintranet data for this evaluation report.

³ Because Moishe House distributed the survey link to its alumni, TCC did not have sufficient information to determine the survey response rate.

⁴ Because the participant survey was in English, survey participation was limited for the international houses that are in non-English speaking countries.

C. Data analysis

Quantitative data analysis: For the resident and participant survey data, we conducted descriptive analysis to provide information (means and percentages) on the background of the respondents, their perceptions of program quality, and programmatic results. Factor analysis was conducted to identify which set of program quality items grouped together naturally, as well as outcome items. For the resident survey, factor analysis produced eight outcome factors. For the participant survey, the analysis produced ten outcome factors.⁵

In addition, we conducted comparison analysis to examine if there were differences among survey respondents in their outcomes according to their background variables. We also conducted regression analysis to determine which program quality items are associated with each outcome.

Qualitative data analysis: For the interview and focus group data, we conducted thematic analysis to identifying common themes, as well as noting findings that are outliers but seem to indicate an important observation warranting further exploration. In addition, for the resident interview data, we conducted qualitative comparison analysis to explore the relationship between residents' experience with Moishe House and their outcome achievement level.

⁵ These factors were created based on a combination of statistical analysis and our understanding of Moishe House's theory of change. The Cronbach α coefficient statistic was used to examine reliability of the factor that was created. Each factor was computed by taking the mean scores of the set of items that comprised the factor. A complete list of the outcome factors and items are presented in Appendix C.

III. Evaluation Findings

The evaluation findings are organized in four sections: **(A)** resident findings; **(B)** participant findings; **(C)** quality of programmatic support; and **(D)** organizational capacity. The resident and participant findings sections present their background, outcomes and background variables that made a difference in the achievement of outcomes.

A. Resident findings

Resident Background:

The 135 individuals who responded to the resident survey included 113 current residents and 22 alumni. 99 of them came from US houses and 35 came from international houses. This section examines the background of the US residents and international residents separately.

Using the key Jewish background variables identified by the Evaluation Team, Figure 1 provides an overview of US and international residents' Jewish experience in six categories: **(1)** attended a Jewish day school; **(2)** attended or worked at an overnight Jewish camp; **(3)** Had a Bar/Bat Mitzvah ceremony; **(4)** Raised by two Jewish parents; **(5)** Raised Orthodox or Conservative; and **(6)** Visited Israel. Some key highlights include:

- Among the US resident respondents, 57% were male and 43% were female. The gender composition was the same for International residents.
- Three quarters or more of the US residents were raised by two Jewish parents (75%) or had a Bar/Bat Mitzvah ceremony (83%); close to half of them attended a Jewish day school (45%) or an overnight Jewish camp (51%).
- Compared to their US counterparts, a lower percentage of the international residents were raised by two Jewish parents (60%) or had a Bar/Bat Mitzvah ceremony (63%); however, they were more likely to have attended a Jewish day school (51%) or an overnight camp (66%).
- Most of the US and international residents had visited Israel. The percentage was 87% and 97%, respectively.
- While 28% of the US residents were raised Orthodox or Conservative, only 6% of the international residents had this background (see figure 9 for more detailed descriptions of residents' home life growing up).
- Taking all six key Jewish background variables together, more than half of the US and international residents had four or more key Jewish experiences (they are considered to have a strong Jewish background): 66% US residents and 51% of the international residents were in this category (Figure 2).

Figure 1. Residents' Jewish Background

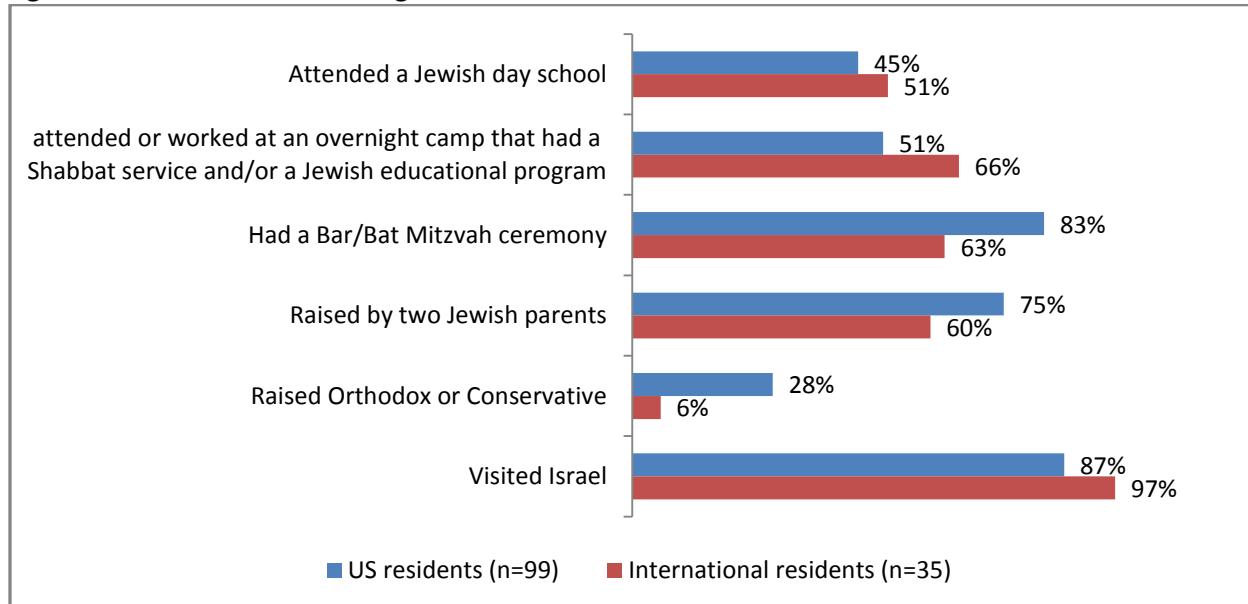
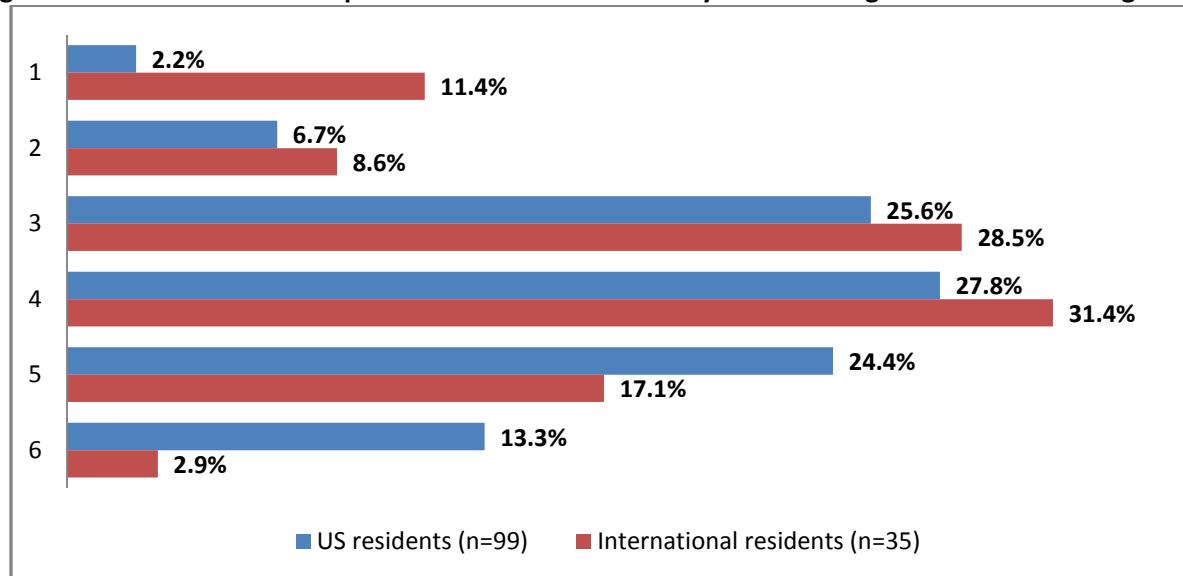


Figure 2. Number of Jewish Experiences based on the six key Jewish background variables in figure 1



The survey data provided some additional background findings about US residents and international residents, which are presented in Figures 3-11.

Figure 3. Age

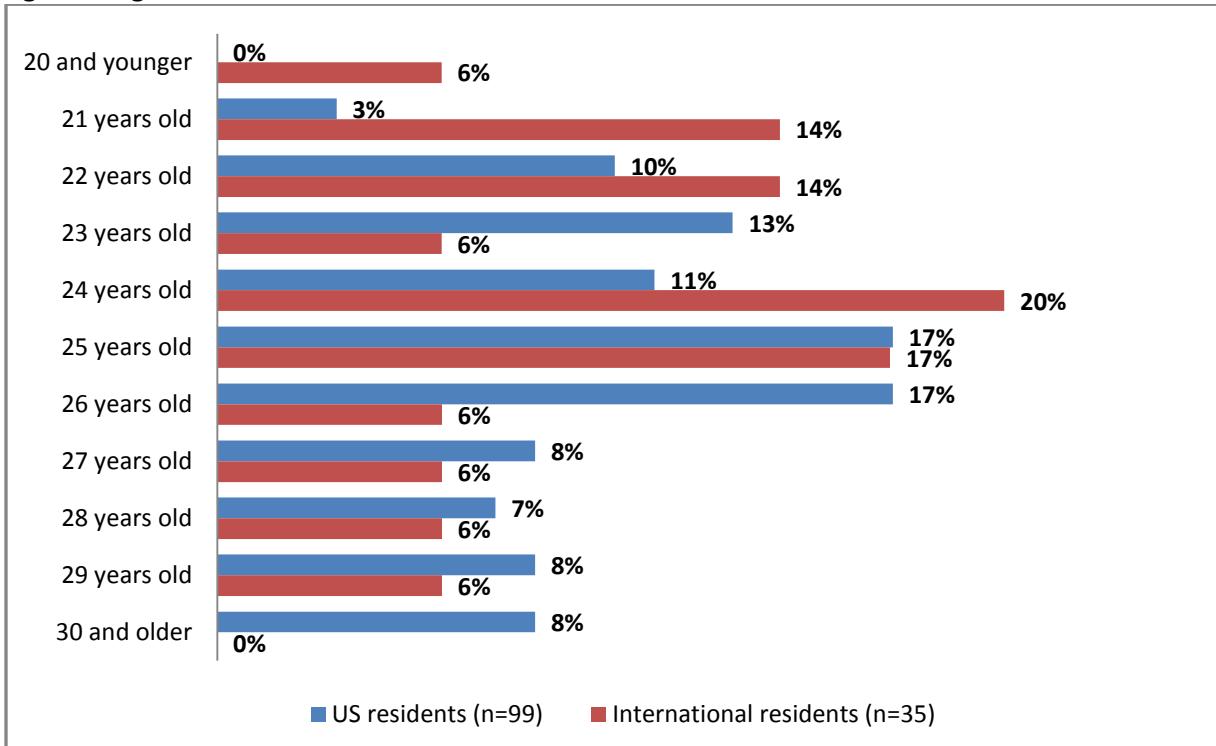


Figure 4. Parents

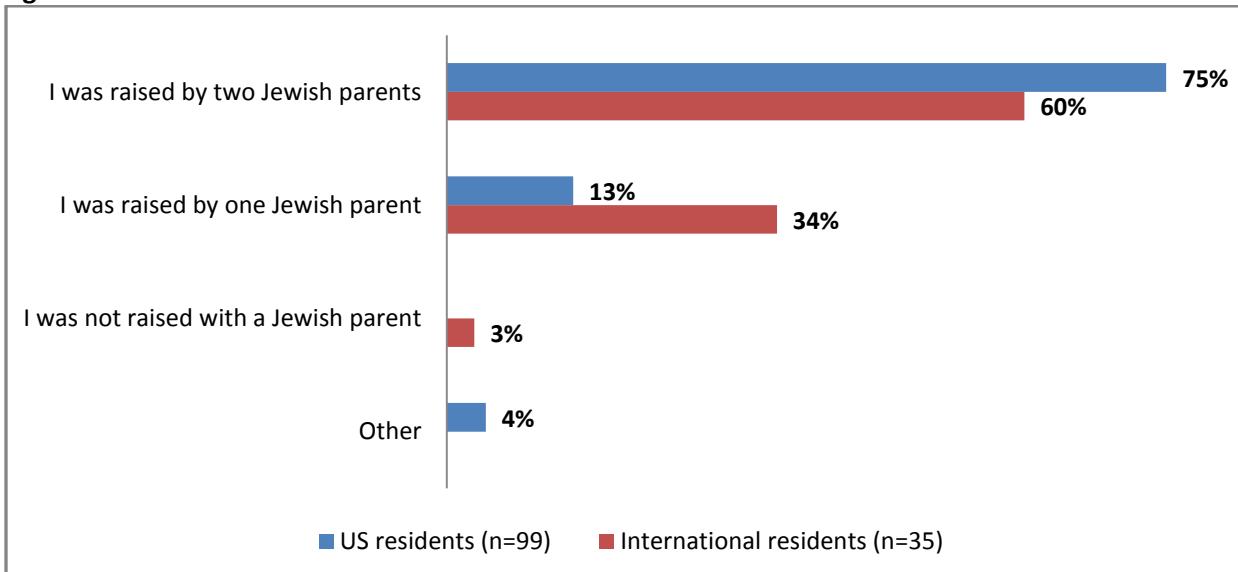


Figure 5. Relationship Status

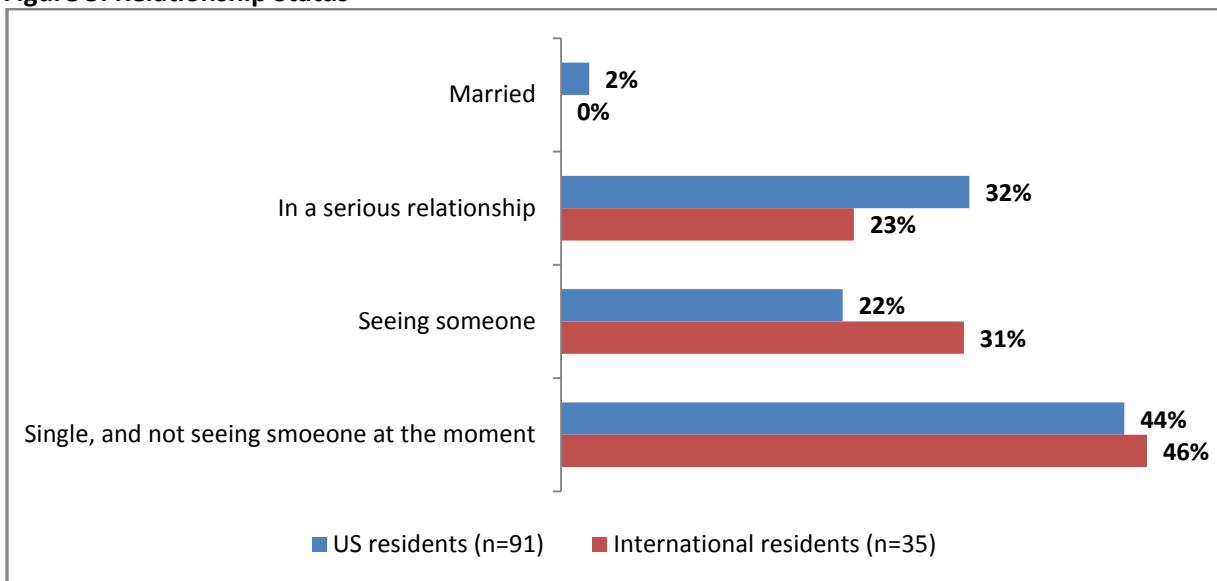


Figure 6. Number of Close Friends Who Are Jewish

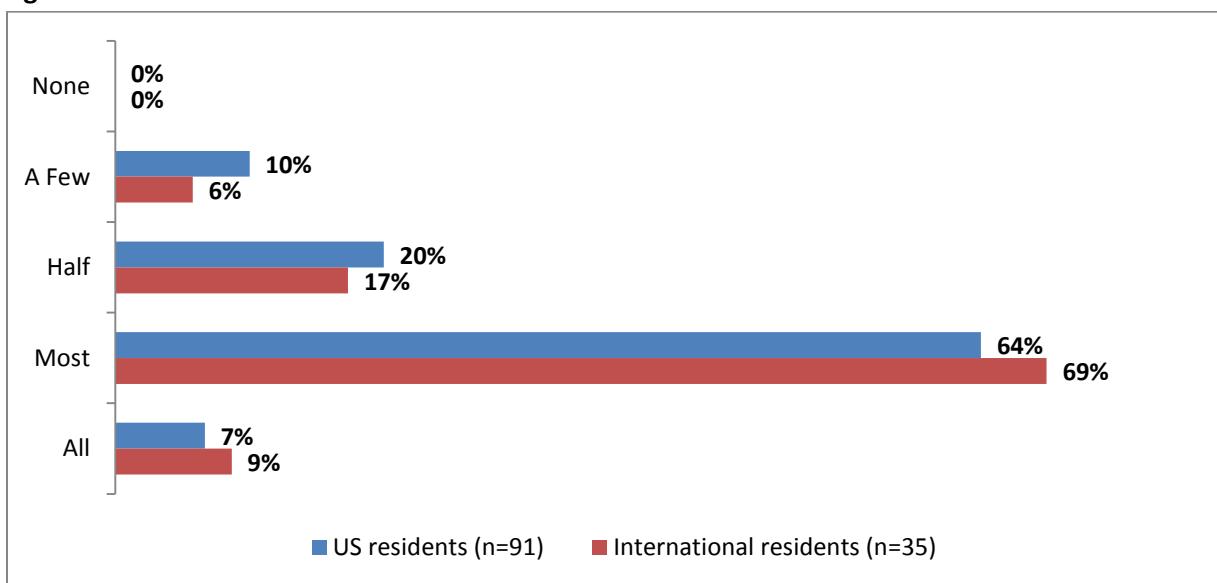


Figure 7. Visited Israel Through... (check all that apply)



Figure 8. Jewish Experience Growing Up (check all that apply)

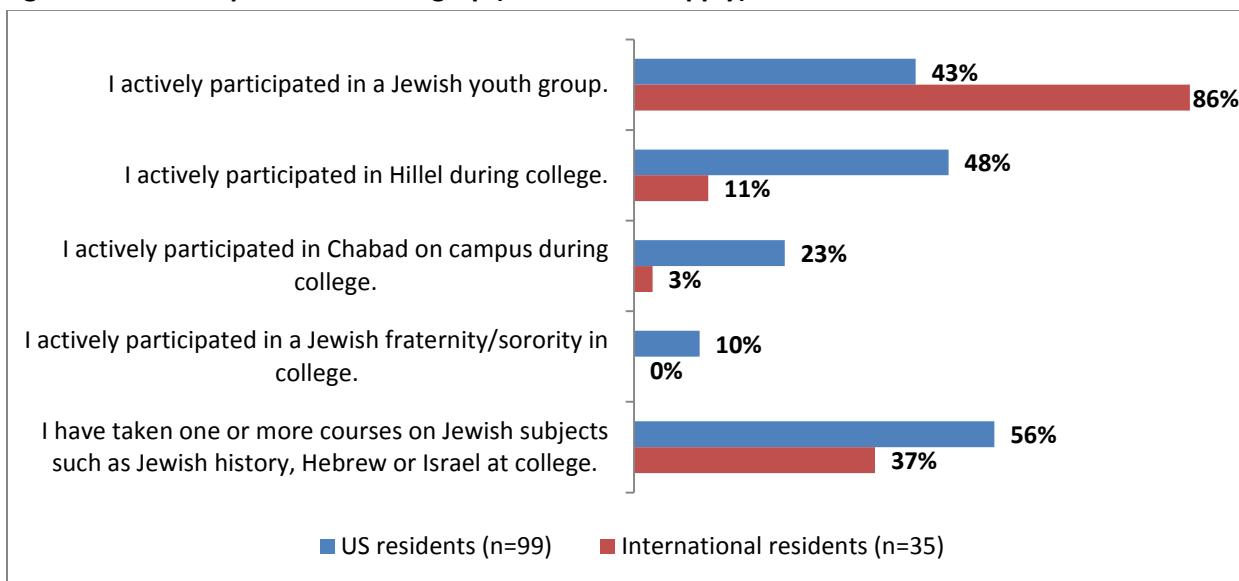


Figure 9. Jewish Home Life Growing Up

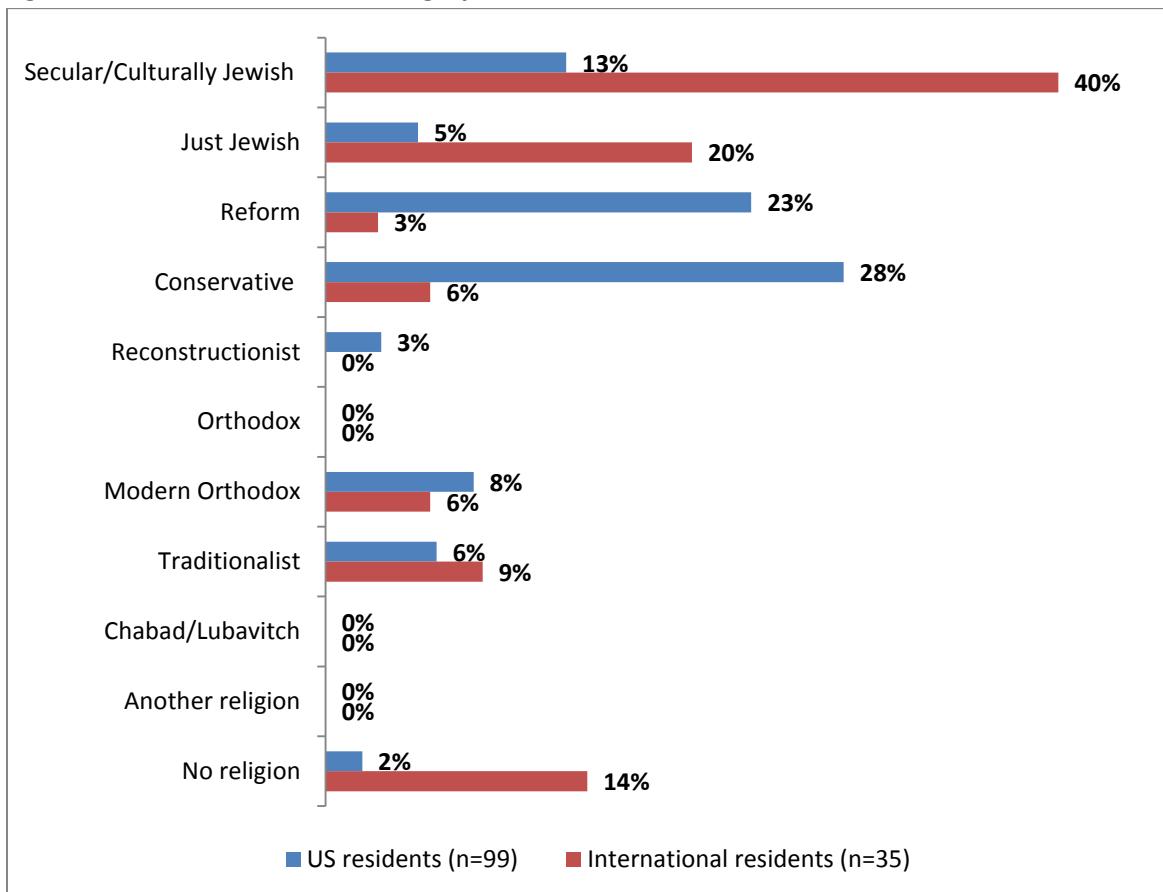


Figure 10. How Residents Became Involved in Moishe House

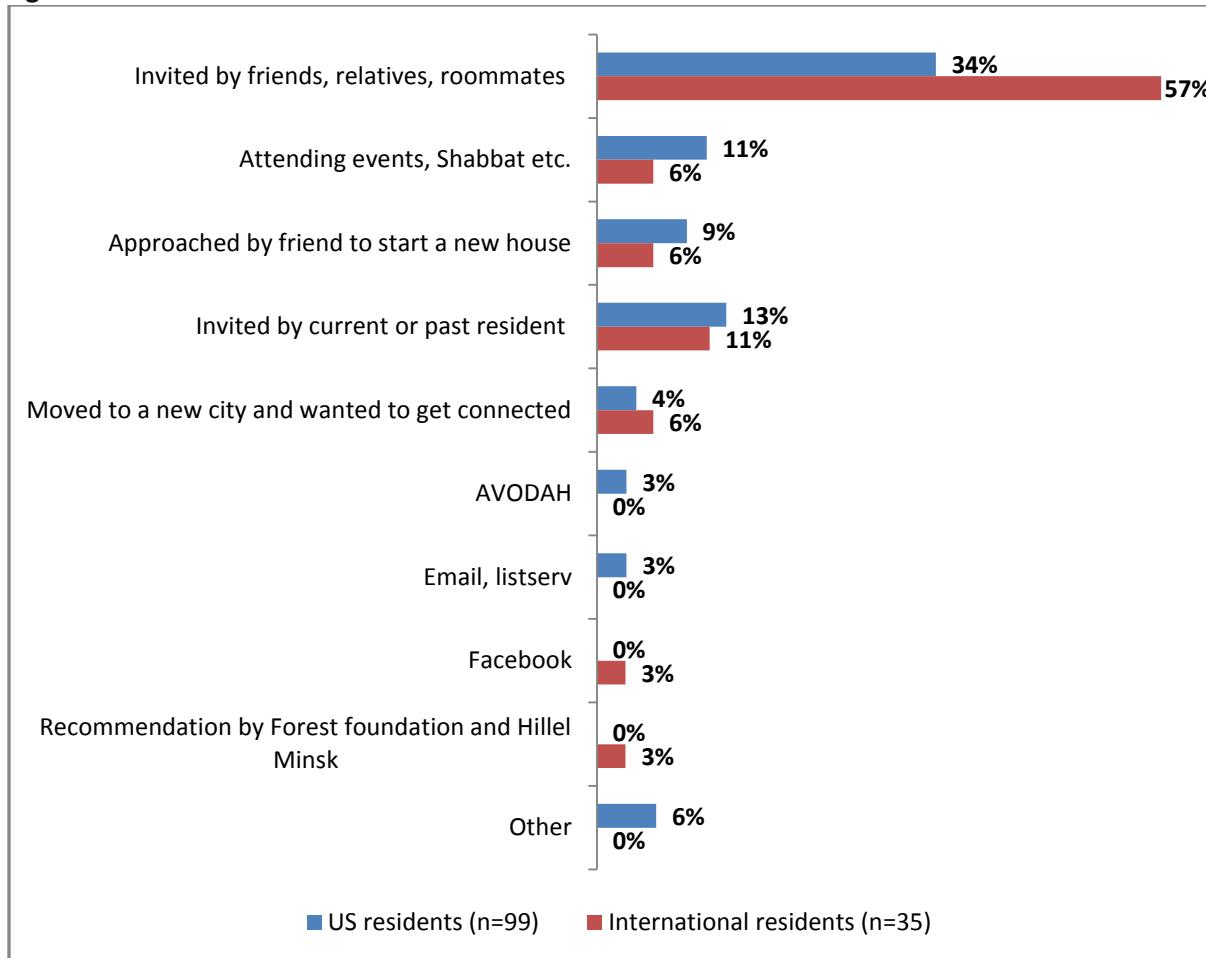
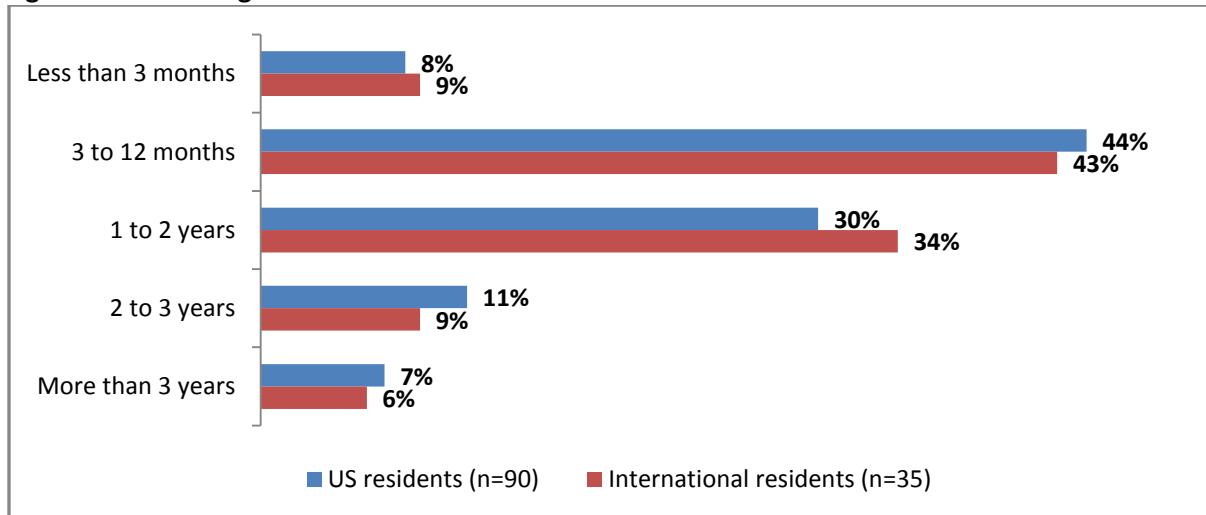


Figure 11. How Long Have You Been a Moishe House Resident?



Resident Outcomes:

Both resident survey and interview data showed that residents have made impressive progress toward achieving the intended short-term and interim outcomes. As mentioned in the methodology section, factor analysis produced seven outcome factors for the resident survey. Table 2 shows how these factors correspond to the intended short-term and interim outcomes for residents in the Moishe House logic model. In the following, we use the outcome factors as the framework to discuss (1) changes in residents' personal ties to Jewish life and their connections to Jewish Peers and the Jewish community; (2) residents' motivation and commitment to live an active Jewish life and contribute to the Jewish community in the near future; (3) residents' sense of ownership of their Jewish homes; and (4) alumni's interests in staying involved with Moishe house.

- (1) Living in Moishe House has a significant impact on residents' personal ties to Jewish life and their connections with Jewish peers and the Jewish community.**

Survey results showed that residents experienced significant positive changes since living in Moishe House in the following five outcome areas: engaging in activities that connect them with Jewish peers, living an active Jewish life, Jewish identity and connections with Jewish peers, engaging in the Jewish community, and contributing to the Jewish community. Figure 12 shows the average score changes in residents' perception of themselves in these five outcome areas from "prior to living in Moishe House" to "now," which is followed by more detailed findings in each outcome area.

Figure 12. Changes in average scores for resident outcomes

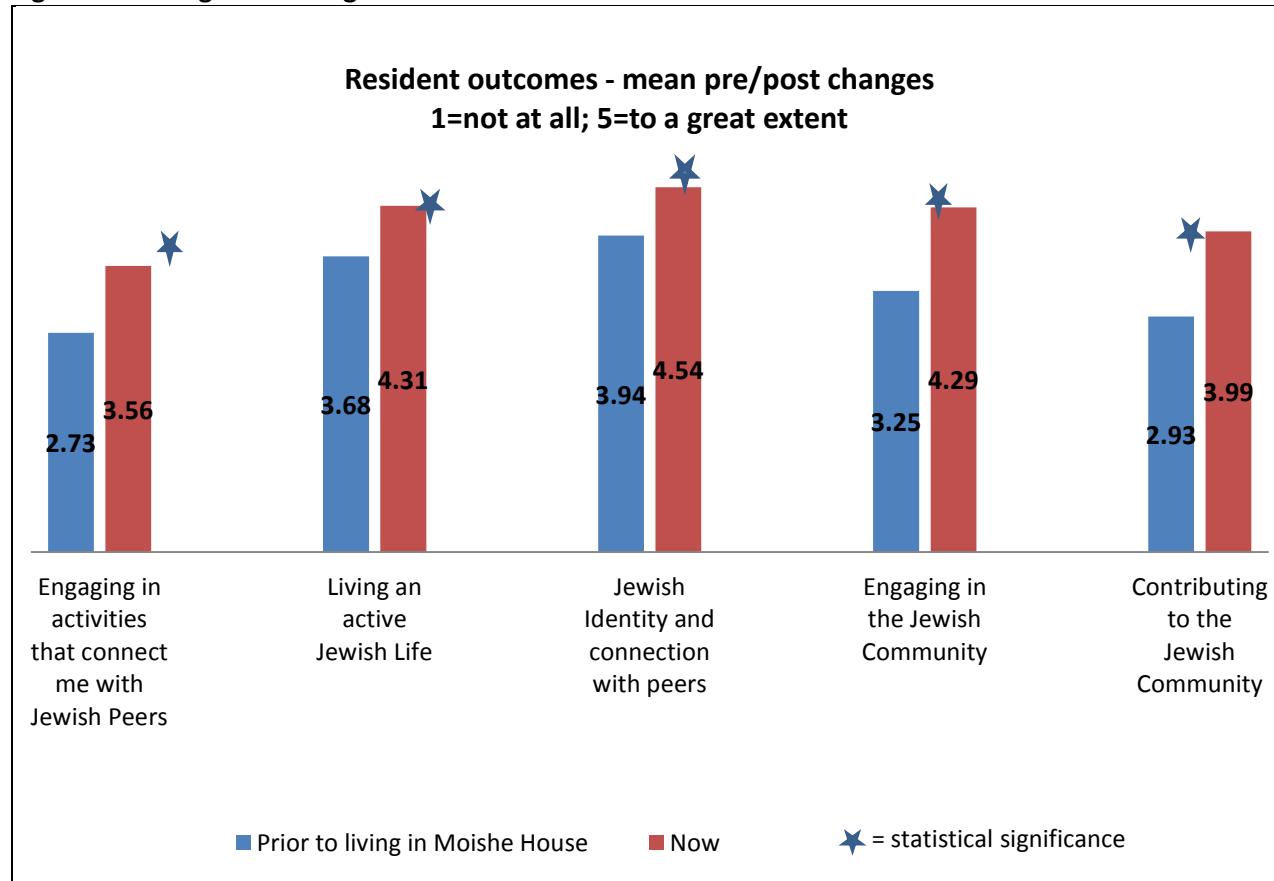


Table 2. Crosswalk Between the Resident Outcomes in the Logic Model and Outcome Factors Emerged from the Survey Data

| | Resident outcomes in the logic model | Corresponding outcome factors emerged from survey data | Items |
|---------------------|--|---|--|
| Short-term outcomes | <ul style="list-style-type: none"> Increased awareness and knowledge to live active Jewish lives. | Living an active Jewish Life | <ul style="list-style-type: none"> I have a clear understanding of what it means for me to live an active Jewish adult life. I am interested in living an active Jewish adult life (as I define it). I live a very active Jewish adult life (as I define it). I have knowledge and skills related to Jewish traditions and customs. I celebrate Jewish holidays. I participate in Shabbat dinners. I have a desire to learn more about Jewish holidays/traditions. I have a desire to learn more about Jewish history, culture, language, etc. |
| | <ul style="list-style-type: none"> Aware of, and utilizing, local and national resources. | Engaging in activities that connect me with Jewish Peers | <ul style="list-style-type: none"> I am aware of local opportunities for young Jewish adults to participate in fun and meaningful activities together. I participate in local activities for young Jewish adults other than Moishe House events. I am aware of national opportunities for young Jewish adults to participate in fun and meaningful activities together. I participate in national activities for young Jewish adults. I read Jewish books, magazines or newspapers. I visit Jewish websites or blogs. |
| | <ul style="list-style-type: none"> Increased motivation to live active Jewish lives. | Living an active Jewish Life | See above |
| | <ul style="list-style-type: none"> Stronger sense of Jewish identities. | Jewish Identity and connection with peers | <ul style="list-style-type: none"> I feel comfortable identifying myself as Jewish to others. I am proud of being Jewish. I feel connected to my Jewish peers. I know lots of Jewish people my age. I have a strong, supportive group of Jewish friends. I have like minded people that I spend time with (Jewish or otherwise). |
| | <ul style="list-style-type: none"> Sense of ownership of their Jewish homes. | Sense of ownership of their Jewish home | <ul style="list-style-type: none"> I am proud of the work I do as a Moishe House resident. I feel responsible for the success or failure of my house. I care about the Moishe House organization. I have choices about what kind of Jewish home I want to create. |
| | <ul style="list-style-type: none"> See themselves as community builders / | Engaging in the Jewish Community Contributing to the Jewish | See above |

| | Resident outcomes in the logic model | Corresponding outcome factors emerged from survey data | Items |
|----------------------------------|---|---|--|
| | educators, part of a larger enterprise. | community | |
| Interim outcomes (1.5-2.5 years) | • Increased leadership skills. | Engaging in the Jewish Community Contributing to the Jewish community | See above |
| | • Increased opportunities for deeper Jewish learning. | Living an active Jewish Life | See above |
| | • Stronger connection with young Jewish adults in their community and other residents around the globe. | Jewish Identity and connection with peers | See above |
| | • Stronger connections with Judaism. | Jewish Identity and connection with peers | See above |
| Interim outcomes (2.5-4 years) | • Incorporating Judaism into lives. | Future - Living an active Jewish Life | <ul style="list-style-type: none"> • Celebrating Jewish holidays • Participating in Shabbat dinners regularly • Maintaining Jewish practices in my home • Marrying someone who is Jewish • Raising Jewish children • Celebrating Jewish holidays • Observing Jewish traditions • Being an active participant in my local synagogue • Learning more about Jewish history, culture, language, etc. • Being actively involved in a Jewish community |
| | • Stronger commitment to the Jewish community. | Contributing to the Jewish Community Future - Living an active Jewish Life | See above |
| | • Continue to live active Jewish lives with their families and peers. | Future - Living an active Jewish Life | See above |
| | • Invest in Moishe House | Future - Contributing to the Jewish | See above |

| | Resident outcomes in the logic model | Corresponding outcome factors emerged from survey data | Items |
|--|---|---|--------------|
| | as an institution. | community | |

- Residents became more engaged in activities that connect them with Jewish peers.**

Residents reported the most notable changes in their awareness of local and national opportunities for young Jewish adults to participate in fun and meaningful activities together. As shown in Table 3, the percentage of residents who reported that they are aware of local opportunities for young Jewish adults increased 62%, from 34% (prior to living in Moishe House) to 95% (now). Their awareness of national opportunities increased from 29% to 66%. Residents also reported increased participation in both national and local activities for young Jewish adults. The increase was 21% and 19%, respectively.

Table 3.

| Survey items | % of residents gave themselves a 4 or 5 rating 1=not at all; 3= to some extent; 5=to a great extent | | | |
|--|--|--------|-----------------------------|---------------------|
| | Prior to living in Moishe House | Now | Change in percentage points | Percentage increase |
| I am aware of local opportunities for young Jewish adults to participate in fun and meaningful activities together. | 33.60% | 95.20% | 61.6% | 183% |
| I am aware of national opportunities for young Jewish adults to participate in fun and meaningful activities together. | 28.90% | 65.60% | 36.7% | 127% |
| I participate in local activities for young Jewish adults other than Moishe House events. | 39.10% | 59.60% | 20.5% | 52% |
| I visit Jewish websites or blogs. | 21.80% | 41.30% | 19.5% | 89% |
| I participate in national activities for young Jewish adults. | 20.00% | 39.40% | 19.4% | 97% |
| I read Jewish books, magazines or newspapers. | 28.10% | 38.10% | 10.0% | 36% |

Note: Change in the mean scores from "Prior to living in Moishe House" to "Now" reached statistical significance for all items at 0.05 level.

Qualitative data from resident interviews corroborated this finding. Sixty one percent of the resident (n=17) interviewed for this evaluation reported that being a Moishe House resident has increased their awareness and opportunities to utilize the resources related to Jewish religion, cultural, and/or communal life, available both inside and outside of the community. Some examples included awareness of scholarships, programs, and grants, and opportunities to connect with local Jewish organizations, local Jewish leaders, funders, and local Chabad.

- Residents reported increased interests and motivation to live an active Jewish life.**

As Table 4 shows, the most notable changes in this outcome area include: increased participation in Shabbat dinners (increased from 56% to 94%), increased knowledge and skills related to Jewish traditions and customs (increased from 57% to 86%), increased understanding of what it means to live an active Jewish adult life (increased from 56% to 81%), and living a very active Jewish adult life (increased from 56% to 81%). Additionally, more than three quarters of the residents expressed the desire to pursue further Jewish learning: 82% of the residents wanted to learn more about Jewish history, culture, language, etc. (compared to 60% prior to living in Moishe House) and 76% of the residents wanted to learn more about Jewish holiday/traditions, (compared to 57% prior to living in Moishe House).

Table 4.

| Survey items | % of residents gave themselves a 4 or 5 rating 1=not at all; 3= to some extent; 5=to a great extent | | | |
|---|--|--------|-----------------------------|---------------------|
| | Prior to living in Moishe House | Now | Change in percentage points | Percentage increase |
| I participate in Shabbat dinners. | 56.20% | 93.50% | 37.3%* | 66% |
| I have knowledge and skills related to Jewish traditions and customs. | 57.40% | 85.60% | 28.2%* | 49% |
| I have a clear understanding of what it means for me to live an active Jewish adult life. | 60.00% | 86.60% | 26.6%* | 44% |
| I live a very active Jewish adult life (as I define it). | 56.00% | 81.30% | 25.3%* | 45% |
| I celebrate Jewish holidays. | 69.60% | 91.30% | 21.7%* | 31% |
| I have a desire to learn more about Jewish history, culture, language, etc. | 60.20% | 81.60% | 21.4%* | 36% |
| I have a desire to learn more about Jewish holidays/traditions. | 57.00% | 76.20% | 19.2%* | 34% |
| I am interested in living an active Jewish adult life (as I define it). | 70.30% | 83.90% | 13.6%* | 19% |

*Change in the mean scores from “Prior to living in Moishe House” to “Now” reached statistical significance at 0.05 level.

Residents’ interview data provided more detailed information related to this outcome. 61% of the residents (n=17) reported that they learned new things about Judaism and Jewish traditions since living in Moishe House, including keeping a Kosher home, Sukkot, the Mussar movement, different styles and meanings of being Jewish. Sixty one percent of the residents (n=17) interviewed said that being a Moishe House resident has inspired them to live a more active Jewish life. Additionally, more than half of the residents (n=16) were inspired to pursue further Jewish learning. The type of Jewish learning included learning Hebrew, reading books on Jewish history, organizing a Jewish learning group, participating in a Jewish spiritual retreat, and participating in the ROI Summit.

- **Residents reported stronger Jewish identity and connections to Jewish peers**

The biggest gains in this outcome area were related to residents’ peer support network. Ninety-seven percent of the residents reported that they know lots of Jewish people their age, a 41% increase from where they were prior to living in Moishe House (Table 5). In addition, more residents reported having a strong, supportive group of Jewish friends (the percentage increased from 60% to 91%) and feeling connected to their Jewish peers (increased from 66% to 91%). Residents reported a strong sense of Jewish identity prior to their living in Moishe House and the experience further strengthened their attitudes about being Jewish: 92% of them felt comfortable identifying themselves as Jewish to others (increased from 79%); and 90% of them were proud of being Jewish (increased from 85%).

Table 5.

| Survey items | % of residents gave themselves a 4 or 5 rating 1=not at all; 3= to some extent; 5=to a great extent | | | |
|---|--|--------|-----------------------------|---------------------|
| | Prior to living in Moishe House | Now | Change in percentage points | Percentage increase |
| I know lots of Jewish people my age. | 55.60% | 96.80% | 41.2% | 74% |
| I have a strong, supportive group of Jewish friends. | 59.20% | 91.00% | 31.8% | 54% |
| I feel connected to my Jewish peers. | 65.60% | 91.30% | 25.7% | 39% |
| I have like minded people that I spend time with (Jewish or otherwise). | 69.30% | 87.70% | 18.4% | 27% |
| I feel comfortable identifying myself as Jewish to others. | 78.70% | 91.90% | 13.2% | 17% |
| I am proud of being Jewish. | 84.80% | 90.10% | 5.3% | 6% |

Note: Change in the mean scores from "Prior to living in Moishe House" to "Now" reached statistical significance for all items at 0.05 level.

Resident interview data were consistent with the quantitative findings. Most of the residents came to Moishe House with strong positive attitudes about being Jewish. In the interviews, about one third of the residents (n=8) said that they were proud of being Jewish before living in Moishe House and their attitudes had not changed. Half of the residents reported that living in Moishe House further strengthened their attitudes about being Jewish. As one resident explained:

I was proud of being Jewish, but I did not relate to a lot of customs. It [being a Moishe House resident] made me relate to Judaism a lot more, made me feel like it's part of me now. Before, I would be like, "OK, it's nice." Now I feel a connection to the traditions.

For another resident, the Moishe House experience helped strengthen her attitudes about being Jewish because she was able to combine her passion for social justice and Judaism.

For me, I am thinking about what my life is going to look like in Judaism and I'm connected to the justice community in Judaism. I've realized how important community is more than anything else and Moishe House reaffirms [the importance of] having people around you and having people there. That's the most important thing. I really believe in how important Moishe House is.

Three quarters of the residents interviewed reported that living in Moishe House helped expand their connection with Jewish peers. As one resident commented, "I didn't have a lot of Jewish friends, now I have a lot, pretty much all of my friends are Jewish." Another resident described, "I am a conduit. [It] gave me an ideal platform to form friendships, get lay of land, etc. Afforded me the opportunity to be the host. Live in a nice place that I could not have otherwise afforded."

- **Residents became more engaged in the Jewish community.**

Survey items in this outcome area focus on residents' participation and connectedness to their Jewish communities (Table 6). The items that showed the highest percentage change were: "I play a leadership role in community activities" (increased from 32% to 82%), and "I feel connected to the Jewish community in my city" (increased from 37% to 81%), and "I feel I am part of a bigger movement,

working to achieve a higher cause rather than just doing something for myself" (increased from 39% to 83%). In addition, residents reported increased knowledge of how to get involved in activities or organizations that are of interests to them (increased from 54% to 92%) and increased participation in local community activities (increased from 48% to 75%).

Table 6.

| Survey items | % of residents gave themselves a 4 or 5 rating 1=not at all; 3= to some extent; 5=to a great extent | | | |
|---|--|--------|-----------------------------------|------------------------|
| | Prior to living in Moishe House | Now | Change in percentage points | Percentage increase |
| I play a leadership role in community activities. | 31.80% | 81.50% | 49.7% | 156% |
| I feel connected to the Jewish community in my city. | 36.50% | 81.30% | 44.8% | 123% |
| I feel I am part of a bigger movement, working to achieve a higher cause rather than just doing something for myself. | 38.80% | 82.90% | 44.1% | 114% |
| I feel like I belong to a Jewish community (as I define it). | 49.60% | 88.70% | 39.1% | 79% |
| I know how to get involved in activities or organizations that are of interest to me. | 54.00% | 91.90% | 37.9% | 70% |
| I participate in local community activities (e.g., volunteering, community service, social action, etc.). | 48.00% | 74.80% | 26.8% | 56% |
| I feel confident in my overall life choices and path. | 58.40% | 78.70% | 20.3% | 35% |

Note: Change in the mean scores from "Prior to living in Moishe House" to "Now" reached statistical significance for all items at 0.05 level.

According to the interview data, almost all of the residents interviewed (n=26) have increased their leadership skills since living in Moishe House. In addition to increased skills in planning and organizing, 13 of the residents reported that their role in the Jewish community has changed – they felt a strong sense of responsibility to the Jewish community and saw themselves as a leader in their Jewish communities. Four residents described their personal development:

We are becoming leaders, choosing what's relevant programmatically, facilitating discussions. My leadership skills have improved; it encouraged me to be more personable, to know people in the Jewish community and neighborhood community. We try to be leaders with the programs we do, host events on issues we think are important.... [Being a resident] brought me to a long term commitment to the Jewish community.

It puts responsibility on my hands, making me accountable for the way I present myself, to create a community for people around me, to create a welcoming atmosphere, before I was just a participant, I was thinking for myself, now I am doing it for myself, have fun, and also I am doing it for the benefit of other people.

I didn't really think of myself as part of the Jewish community two years ago. People call me to talk about partnerships, collaborations. What I'm doing is so important to other people. Put more weight on what I do.

Enhanced my sense of responsibility to the communitytrying to enrich other people's lives... [It's] very rewarding to me to see people come more frequently and get more involved and take more responsibilities.

- **Residents reported increased contribution to the Jewish community, both by giving their time and money**

Survey items in this outcome area focus on residents' perceptions of their roles and relationships to the Jewish community (Table 7). The percentage of residents who saw themselves as leaders in the Jewish communities increased from 25% to 79%. They also reported increased leadership behaviors: more residents are engaged in organizing and motivating others to be involved in Jewish life (increased from 28% to 79%) and have more knowledge and skills in doing so (increased from 33% to 80%). Furthermore, since living in Moishe House, residents have developed a stronger sense of connection to a global Jewish community (increased from 35% to 74%).

Table 7.

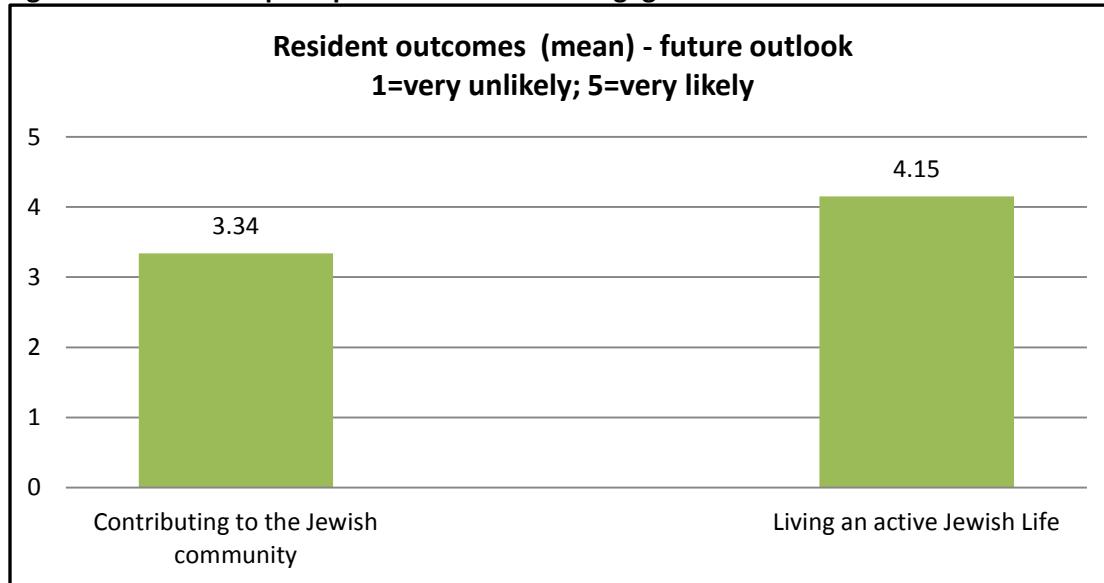
| Survey items | % of residents gave themselves a 4 or 5 rating 1=not at all; 3= to some extent; 5=to a great extent | | | |
|--|--|--------|-----------------------------|---------------------|
| | Prior to living in Moishe House | Now | Change in percentage points | Percentage increase |
| I consider myself a leader in my Jewish community. | 25.40% | 79.10% | 53.7% | 211% |
| I organize and motivate others to be involved in Jewish life. | 28.00% | 78.80% | 50.8% | 181% |
| I have the knowledge and skills to organize and motivate others to be involved in Jewish life. | 33.30% | 79.80% | 46.5% | 140% |
| I feel connected to a global Jewish community. | 34.90% | 74.00% | 39.1% | 112% |
| I volunteer for Jewish causes | 32.50% | 57.80% | 25.3% | 78% |
| I feel connected to Jewish traditions and customs. | 61.60% | 86.00% | 24.4% | 40% |
| I contribute money to a Jewish organization or cause. | 23.20% | 44.70% | 21.5% | 93% |

Note: Change in the mean scores from "Prior to living in Moishe House" to "Now" reached statistical significance for all items at 0.05 level.

(2) Residents reported strong motivation to continue to live an active Jewish life and commitment to contribute to the Jewish community in the near future.

Figure 13 shows the average scores in the two future-focused outcome areas, which is followed by more detailed findings.

Figure 13. Residents' perception of their future engagement



- Residents are motivated to continue to live an active Jewish life.**

More than eighty percent of the residents reported that, in five years, they are likely or very likely to celebrate Jewish holidays (91%) and participate in Shabbat dinners regularly (83%) (Table 8). More than three quarters of them also said that they are likely or very likely to engage in the following aspects of Jewish life: maintaining Jewish practices in their home (79%), marrying someone who is Jewish (75%), raising Jewish children (79%), observing Jewish traditions (72%), and learning more about Jewish history, culture, language, etc. (72%). It is worth noting that being an active participant in their local synagogue received a lower rating (55%) than the other Jewish behaviors in the survey. This finding affirms Moishe House's assumption about the need for Moishe House. Specifically, while young Jewish adults are interested in strengthening their engagement in Jewish life, the options provided through a Synagogue are not appealing too many.

Table 8.

| Survey items | % of residents reported 4 or 5 1=very unlikely; 5=very likely |
|---|--|
| Celebrating Jewish holidays. | 90.50% |
| Participating in Shabbat dinners regularly. | 82.50% |
| Raising Jewish children. | 79.20% |
| Maintaining Jewish practices in my home. | 78.60% |
| Observing Jewish traditions. | 76.20% |
| Marrying someone who is Jewish. | 74.60% |
| Learning more about Jewish history, culture, language, etc. | 72.20% |
| Being an active participant in my local synagogue. | 55.20% |

- Residents are committed to contribute to the Jewish community in the near future.**

Residents' responses to the survey items in this outcome area suggested they are motivated and committed to giving back to the Jewish community, by giving both their time and money (Table 9): more than half of the residents said that they are likely or very likely to engage in the following in five years: seeking leadership roles in a Jewish community (63%); volunteering for Jewish causes (56%), and contributing money to other Jewish organizations or causes (53%). While only 34% of the residents said that they are likely or very likely to stay involved with Moishe House, nearly 60% said that they are likely to contribute money to the organization.

Table 9.

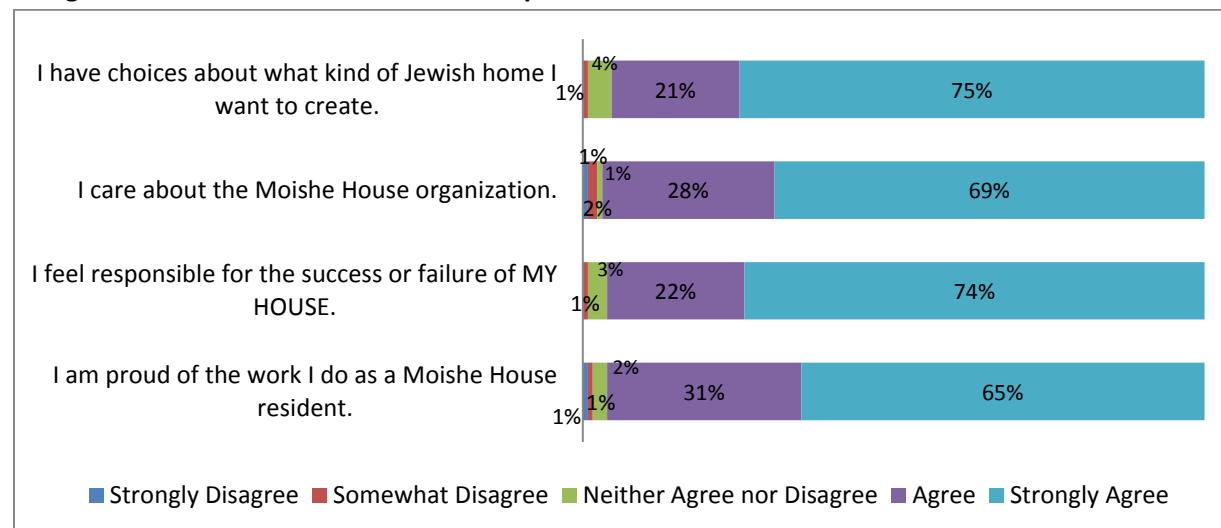
| Survey items | % of residents reported 4 or 5 1=very unlikely; 5=very likely |
|--|--|
| Seeking leadership roles in activities, organizations, or events in a Jewish community | 62.90% |
| Contributing money to Moishe House | 57.90% |
| Volunteering for Jewish causes | 55.60% |
| Contributing money to other Jewish organizations or causes | 53.10% |
| Staying involved with Moishe House | 34.10% |

(3) Residents reported a strong sense of ownership of their Jewish homes.

Residents were asked about their experience running their house. Their responses demonstrated a strong sense of ownership of their Jewish homes. As figure 14 shows, more than 95% of the residents agreed or strongly agreed with the following statements. Because this set of questions was also measuring residents' program experiences, they will be analyzed again in the section on programmatic quality.

- I am proud of the work I do as a Moishe House resident.
- I feel responsible for the success or failure of my house.
- I care about the Moishe House organization.
- I have choices about what kind of Jewish home I want to create.

Figure 14. Residents' sense of ownership of their Jewish homes



- (4) A large percentage of alumni have maintained a connection with Moishe House. Looking ahead, there appears to be strongest interest in contributing money to Moishe House as a means of “staying involved” with the organization.**

As shown in figure 15, all of the alumni who completed the survey (n=22) stayed in touch with other residents or alumni; 82% of them connected via email or phone more than once a month. They stayed up to date by checking out Moishe House website, attending Moishe House events, and/or receiving emails through Alumni Google Group. When asked about their future engagement in Moishe House, alumni's responses showed a similar pattern as residents' responses: Only 18% of the alumni reported that they are likely or very likely to “stay involved” with Moishe House, while half of them would like to contribute money to the organization (Table 10). One possible explanation is that it was not clear what it meant to “stay involved.” Alumni interviewed for this evaluation revealed a desire to stay involved but did not know what opportunities were available or what role they could play. As one alum explained, “These are my friends that are in the house now. Because the model is that once you are not a resident you are no longer in the house. I wanted to go to the conferences...but that is not something I could do. Beyond being a participant and telling folks about it I could not do much else.” One current resident expressed the desire to play an active role in the Moishe House community after leaving Moishe House, “If I can leave, I'd like to take on a mentoring role. I would love to see them create this. With other orgs, we have presidents, president in training and a post president, but a mentor would be great. I should be expected to be available as a resource. There should be an official title and role.”

Figure 15.

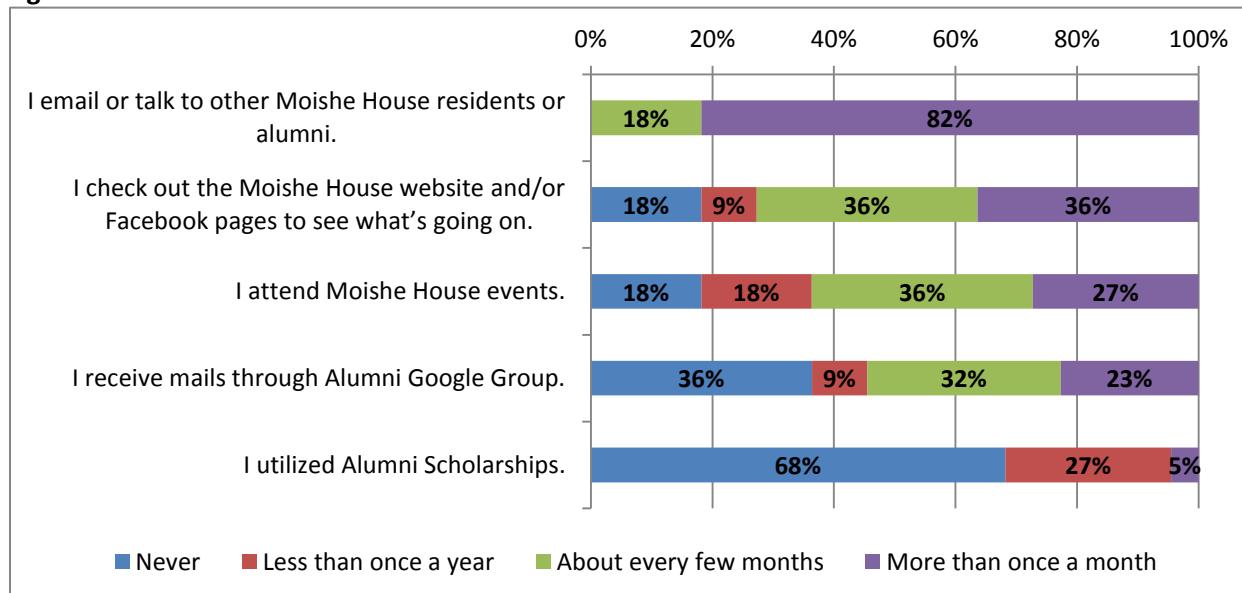


Table 10.

| Survey items | % of residents reported 4 or 5 1=very unlikely; 5=very likely |
|--|--|
| Volunteering for Jewish causes | 50.0% |
| Contributing money to Moishe House | 50.0% |
| Contributing money to other Jewish organizations or causes | 40.9% |
| Seeking leadership roles in activities, organizations, or events in a Jewish community | 40.9% |
| Staying involved with Moishe House | 18.2% |

Background Variables that Made a Difference in Resident Outcomes:

Our analysis further examined the relationships between resident outcomes and background variables in the resident survey data. Tables 11 and 12 provide an overview the variables that made a difference in resident outcomes. Some of the key findings include:

- (a) There was a significant difference in two outcome areas between residents who attended a Jewish day school and those who did not: Those who did not attend Jewish day school reported greater changes in their contribution to the Jewish community as a result of living in Moishe House. Yet, those who attended a Jewish day school were more motivated to contribute to the Jewish community in the future (Table 11).
- (b) Residents who did not attend or work at an overnight camp that had a Shabbat service and/or a Jewish educational program were more motivated to contribute to the Jewish community in the future (Table 11).
- (c) There was a significant difference between residents who had a Bar/Bat Mitzvah ceremony and those who did not in four outcome areas. Those who had a Bar/Bat Mitzvah ceremony were reported greater impact of Moishe House on them in terms of “living an active Jewish Life,” “Jewish identity and connections to Jewish peers,” and “contributing to the Jewish community.” In contrast, residents who did not have a Bar/Bat Mitzvah ceremony reported greater impact of Moishe House on their “engagement in activities that connect me with Jewish Peers” (Table 11).
- (d) Residents who were raised by two Jewish parents experienced greater improvement in four outcome areas than their peers who were not raised by two Jewish parents: Living an active Jewish life; Jewish identity and connections to Jewish peers; Contributing to the Jewish community; Future - Contributing to the Jewish community. On the other hand, they experienced less improvement in two outcome areas compared to their peers who were not raised by two Jewish parents: Engaging in activities that connect me with Jewish Peers and Engaging in the Jewish community (Table 11).
- (e) Residents who were raised Orthodox or Conservative reported lower impact of Moishe House in three outcome areas than their peers without this background: “Living an active Jewish life,” “Engaging in the Jewish community,” and “Contributing to the Jewish community.” Further analysis shows that residents who were raised Orthodox or Conservative came to Moishe House with higher level of Jewish experience in these areas; therefore there was less room for improvement.
- (f) Residents who had visited Israel were more committed to contributing to the Jewish community in the future than their peers who did not have that experience (Table 11).
- (g) Residents with lower Jewish background (4 or more) reported higher impact of Moishe House on them in six outcome areas than their peers with higher Jewish background: Engaging in activities that connect me with Jewish Peers, Living an active Jewish life, and Jewish identity and connections to Jewish peers, Engaging in the Jewish community, Contributing to the Jewish communities, and Future contribution to the Jewish community (Table 11).
- (h) There was no significant difference in the outcomes for male and female residents (Table 12).
- (i) Age made a difference in only one outcome area: the older age group (25-30 year olds) reported greater improvement in their commitment to contribute to the Jewish community (Table 12).
- (j) Residents’ relationship status did not make a difference except for one outcome area. Residents who were married or in a serious relationship reported higher level of commitment to contribute to the Jewish community in the near future than residents who were single. Further analysis shows no significant correlation between residents relationship status and age (Table 12).

- (k) Residents whose friends were mostly or all Jewish reported a higher level of motivation to live an active Jewish life and commitment to contribute to the Jewish community in the near future than residents with few or half of their friends being Jewish. The data reveal a strong positive correlation between having a strong Jewish peer network and residents' motivation and commitment to stay connected with Jewish life and the Jewish community (Table 12).
- (l) Residents' tenure made a difference in two outcome areas. Those who have been a resident for at least one year reported greater gains in their Jewish identity and connections to Jewish peers, and their contribution to the Jewish community than did their peers who had shorter tenures as a resident (Table 12).

Table 11. Key Jewish background Variables that Made a Difference in Outcomes Among Residents^a

| | Engaging in activities that connect me with Jewish Peers (post-pre change) | Living an active Jewish life (post-pre change) | Jewish identity and connections to Jewish peers (post-pre change) | Engaging in the Jewish community (post-pre change) | Contributing to the Jewish community (post-pre change) | Future - Contributing to the Jewish community | Future -Living an active Jewish life |
|--|--|--|---|--|--|---|---|
| Attended a Jewish day school (Yes=63; No=71) ^b | | | | | Attended a Jewish day school (higher) | Attended a Jewish day school (higher) | |
| Attended or worked at an overnight Jewish camp (Yes=73; No=61) ^c | | | | | | | Did not attend or work at an overnight Jewish camp (higher) |
| Had a Bar/Bat Mitzvah ceremony (Yes=104; No=30) ^d | Did not have a Bar/Bat Mitzvah ceremony (higher) | Had a Bar/Bat Mitzvah ceremony (higher) | Had a Bar/Bat Mitzvah ceremony (higher) | | Had a Bar/Bat Mitzvah ceremony (higher) | | |
| Parents: raised by two Jewish parents (n=95); NOT raised by two Jewish parent (n=35) ^e | NOT raised by two Jewish parent (higher) | Raised by two Jewish parent (higher) | Raised by two Jewish parent (higher) | NOT raised by two Jewish parent (higher) | Raised by two Jewish parent (higher) | Raised by two Jewish parent (higher) | |
| Raised Orthodox or Conservative (Yes=30; No=104) ^f | | Not raised Orthodox or Conservative (higher) | | Not raised Orthodox or Conservative (higher) | Not raised Orthodox or Conservative (higher) | | |
| Visited Israel (Yes=120; No=14) ^g | | | | | | Visited Israel (higher) | |
| # of Jewish background High Jewish background: 4-6 outcomes (n=77); Low Jewish background: 1-3 outcomes (n=57) ^h | Low Jewish background (higher) | Low Jewish background (higher) | Low Jewish background (higher) | Low Jewish background (higher) | Low Jewish background (higher) | Low Jewish background (higher) | |

^a A blank cell means there is no group difference in this outcome area.

^{b, c, d, e, f, g, h} The number of respondents included in each comparison analysis varied, depending on how many people responded to a particular question.

Table 12. Background Variables that Made a Difference in Outcomes Among Residents^a

| | Engaging in activities that connect me with Jewish Peers (post-pre change) | Living an active Jewish life (post-pre change) | Jewish identity and connections to Jewish peers (post-pre change) | Engaging in the Jewish community (post-pre change) | Contributing to the Jewish community (post-pre change) | Future - Contributing to the Jewish community | Future -Living an active Jewish life |
|---|--|--|---|--|--|---|---|
| Gender | | | | | | | |
| Age: (1) 20-25 year olds (n=55); (2) 26-30 year olds (n=71) ^c | | | | | 26 -30 year olds > 20-25 year olds | | |
| Relationship Status: (1) married or in a serious relationship (n=39); (2) seeing someone (n=31); (3) single(n=56) ^d | | | | | | Married or in a serious relationship > single | |
| Number of friends who are Jewish: (1) most or all of their friends are Jewish (n=91); (2) few or half of their friends are Jewish (n=35) ^e | | | | | | Most or all of their friends are Jewish > few or half of their friends are Jewish | Most or all of their friends are Jewish > few or half of their friends are Jewish |
| Length of time being a resident: (1) 1 year or greater (n=65); (2) less than 1 year (n=60) ^f | | | 1 year or greater > less than 1 year | | 1 year or greater > less than 1 year | | |

^aA blank cell means there is no group difference in this outcome area.

^{b, c, d, e, f}The number of respondents included in each comparison analysis varied, depending on how many people responded to a particular question.

B. Participant Findings:

Participant Background:

Among the 657 respondents to the participant survey, 492 completed the background questions. These included 333 participants from US houses, 148 participants from international houses, and 11 individuals participated in both US and International houses. This section examines the background of the US participants and international participants separately.⁶

Using the key Jewish background variables identified by the Evaluation Team, Figure 16 provides an overview of US and international participants' Jewish experience in six categories: **(1)** Attended a Jewish day school; **(2)** Attended or worked at an overnight Jewish camp; **(3)** Had a Bar/Bat Mitzvah ceremony; **(4)** Raised by two Jewish parents; **(5)** Raised Orthodox or Conservative; and **(6)** Visited Israel. Some key highlights include:

- More than three quarters of the US participants were raised by two Jewish parents (78%) or had a Bar/Bat Mitzvah ceremony (81%); close to half of them attended or worked at an overnight Jewish camp (55%) and about one third of them attended a Jewish day school (32%).
- Compared to their US peers, a lower percentage of the international participants were raised by two Jewish parents (59%), had a Bar/Bat Mitzvah ceremony (55%), attended an overnight camp (42%), and attended a Jewish day school (25%).
- More than 80% of the US and international participants had visited Israel.
- While 30% of the US participants were raised Orthodox or Conservative, 9% of the international residents had this background (see figure 24 for more detailed descriptions of participants' home life growing up).
- Taking all six key Jewish background variables together, 63% of the US participants had strong Jewish background (i.e., had four or more key Jewish experiences); 37% of the international participants were in this category (Figure 17).

⁶ Residents who did not provide information on the location of house they participated, as well as the eleven individuals who participated in both US and international houses were excluded in the comparison analyses.

Figure 16. Participants' Jewish Background

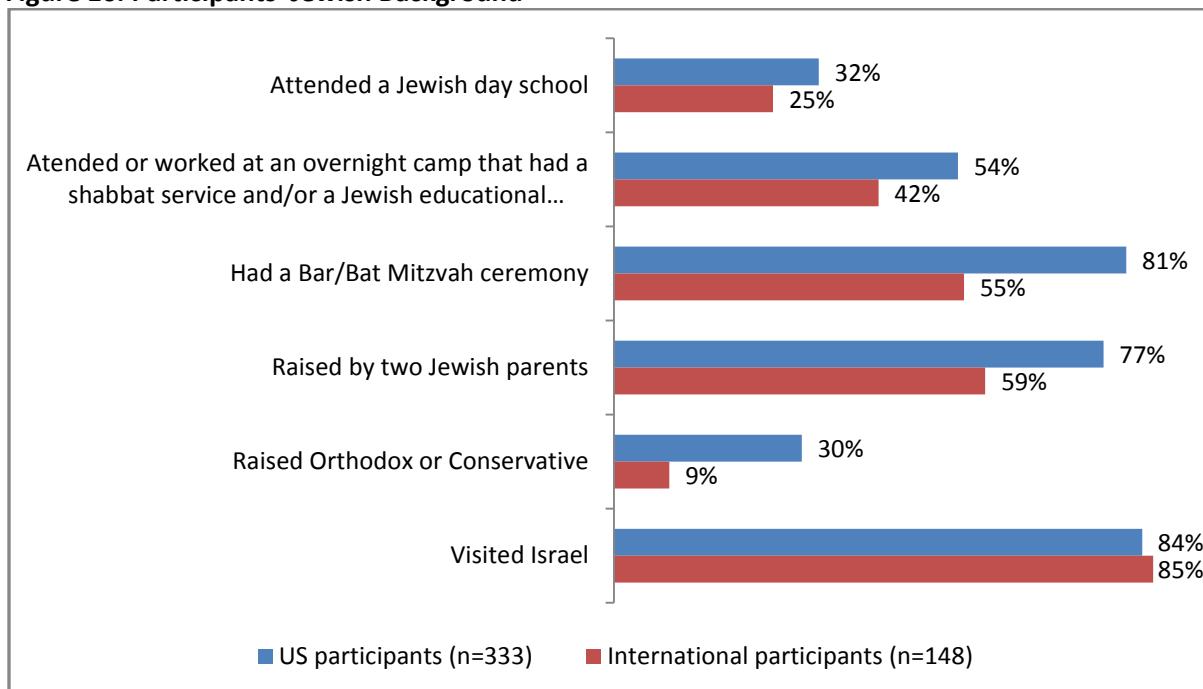
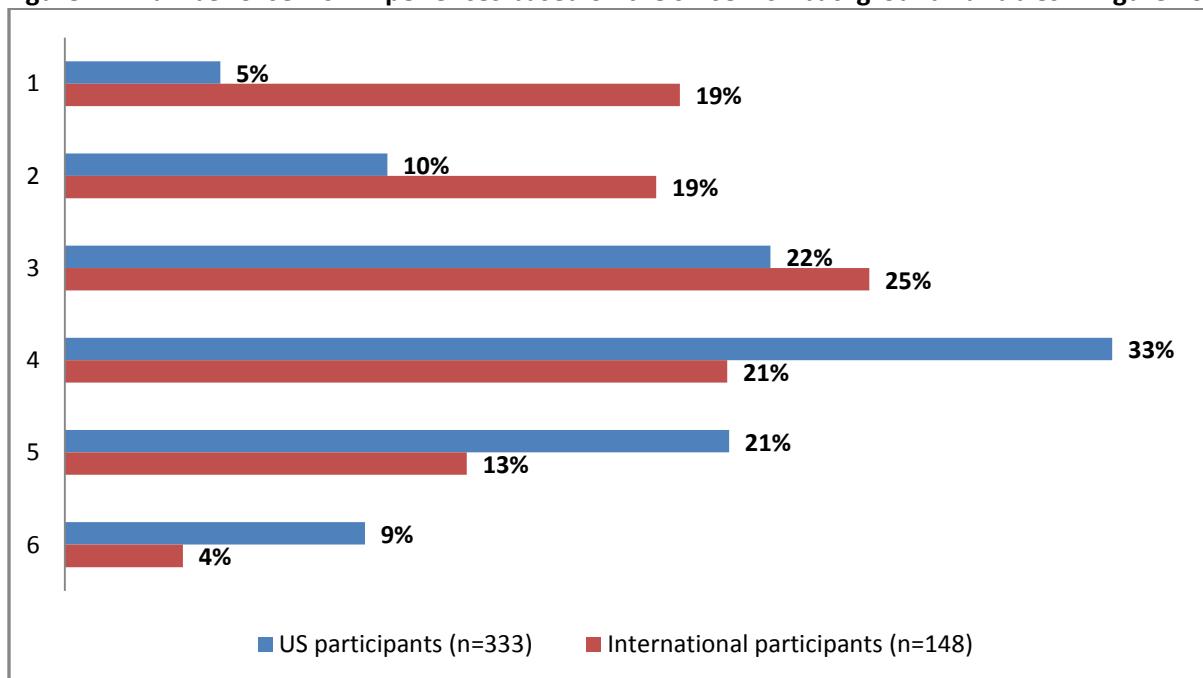


Figure 17. Number of Jewish Experiences based on the six Jewish background variables in figure 16⁷



⁷ The data could not tell us how many individuals came in with none of these key Jewish experiences. Because this set of questions were not mandatory, we could not distinguish between respondents who skipped these questions and those who did not have any of these experiences.

The survey data provided some additional background findings about US participants and international participants, which are presented in figures 18-27.

Figure 18. Age

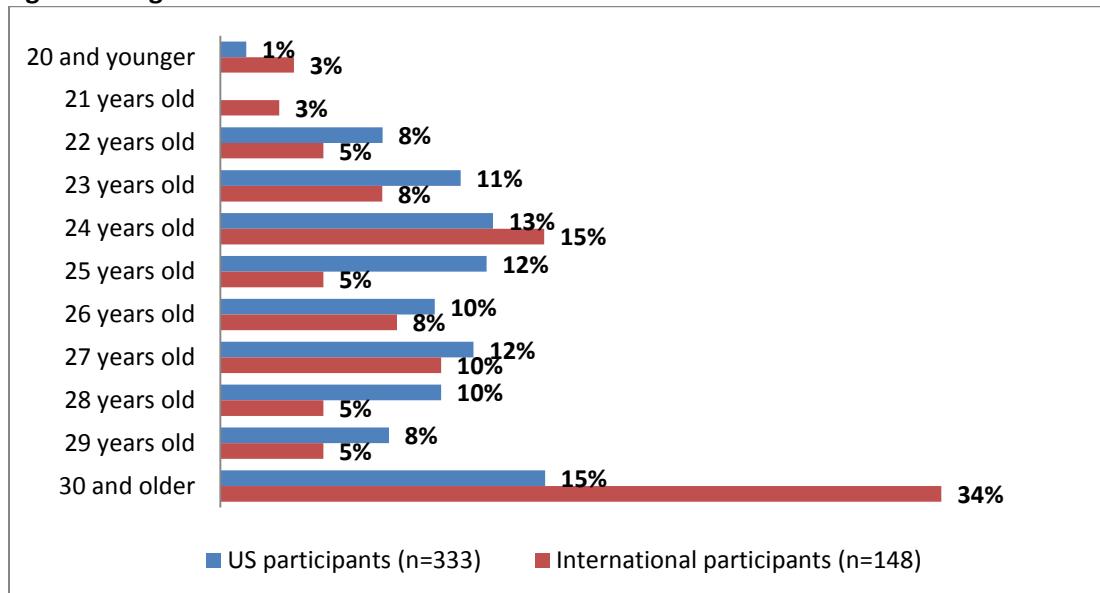


Figure 19. Parents

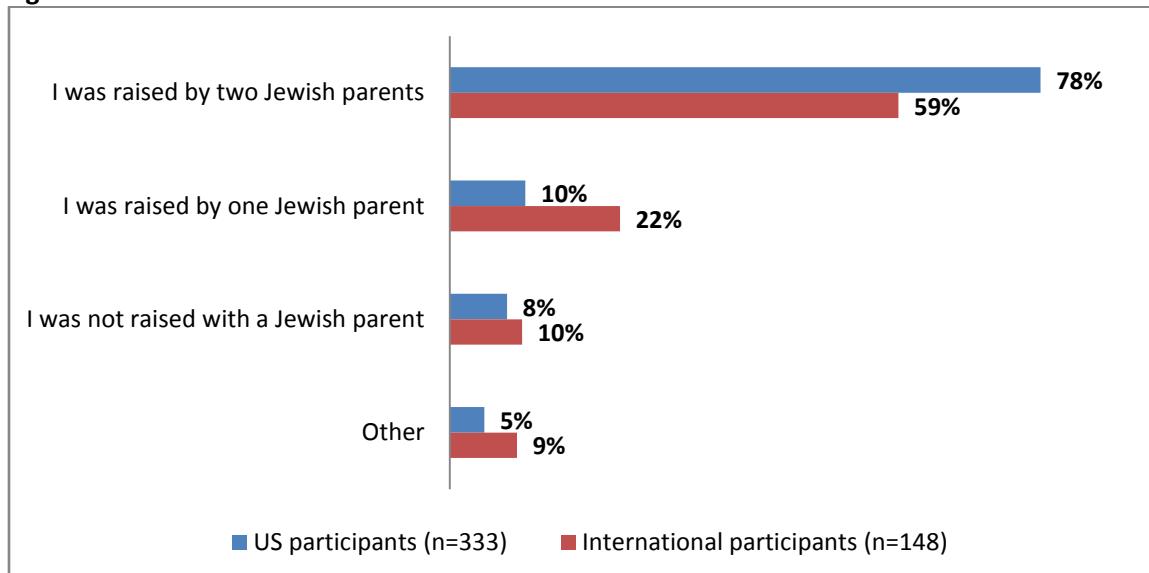


Figure 20. Relationship Status

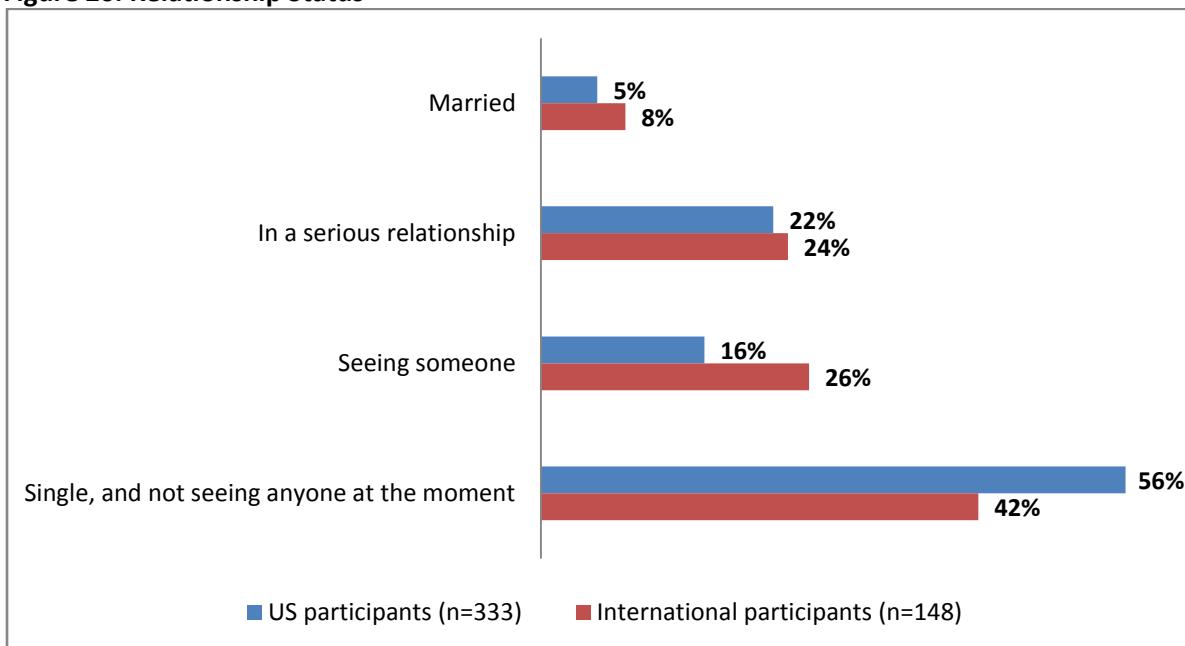


Figure 21. Number of Close Friends Who Are Jewish

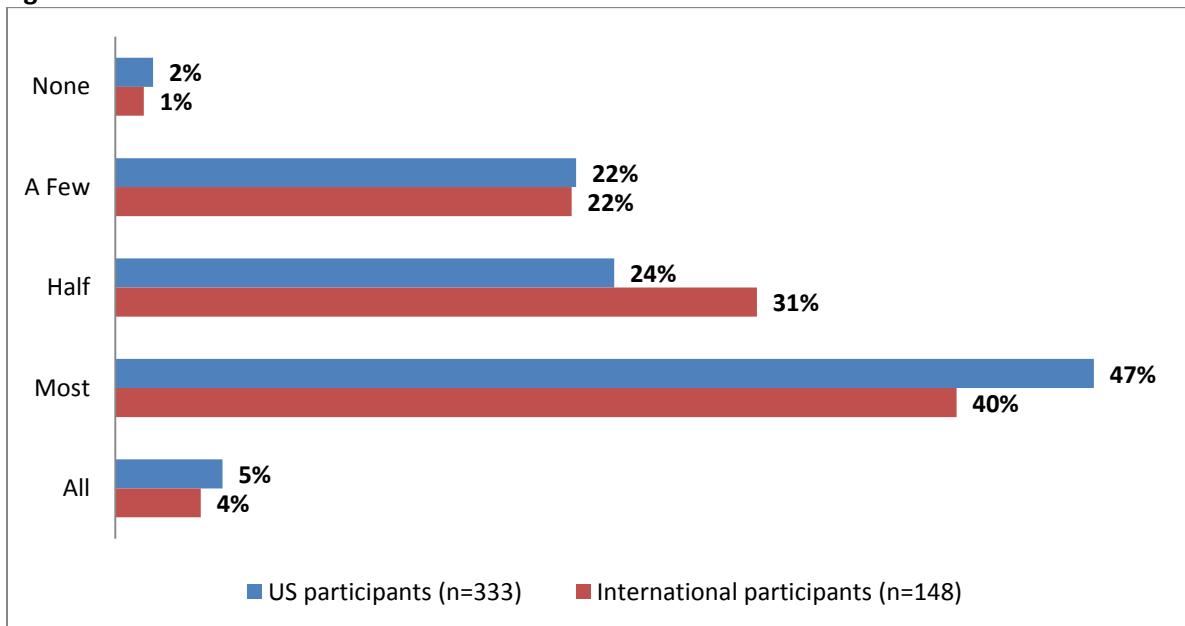


Figure 22. Visited Israel Through... (check all that apply)



Figure 23. Jewish Experience Growing Up

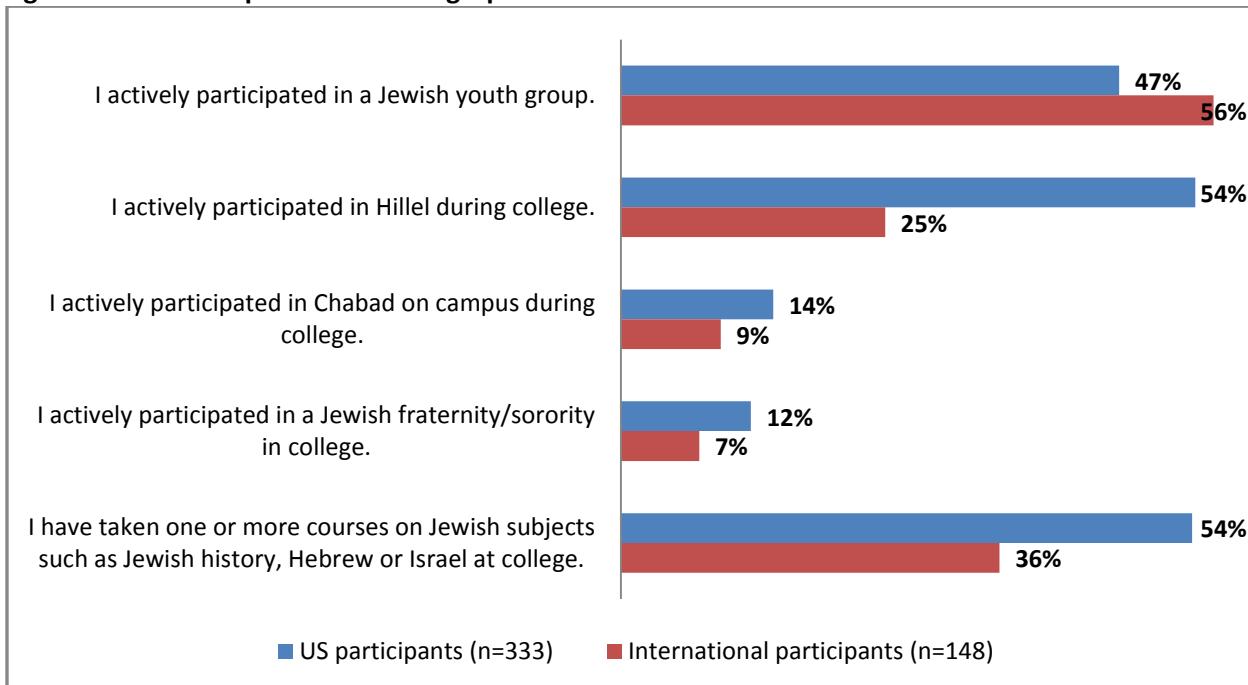


Figure 24. How Would You Characterize Your Home Life Growing Up?

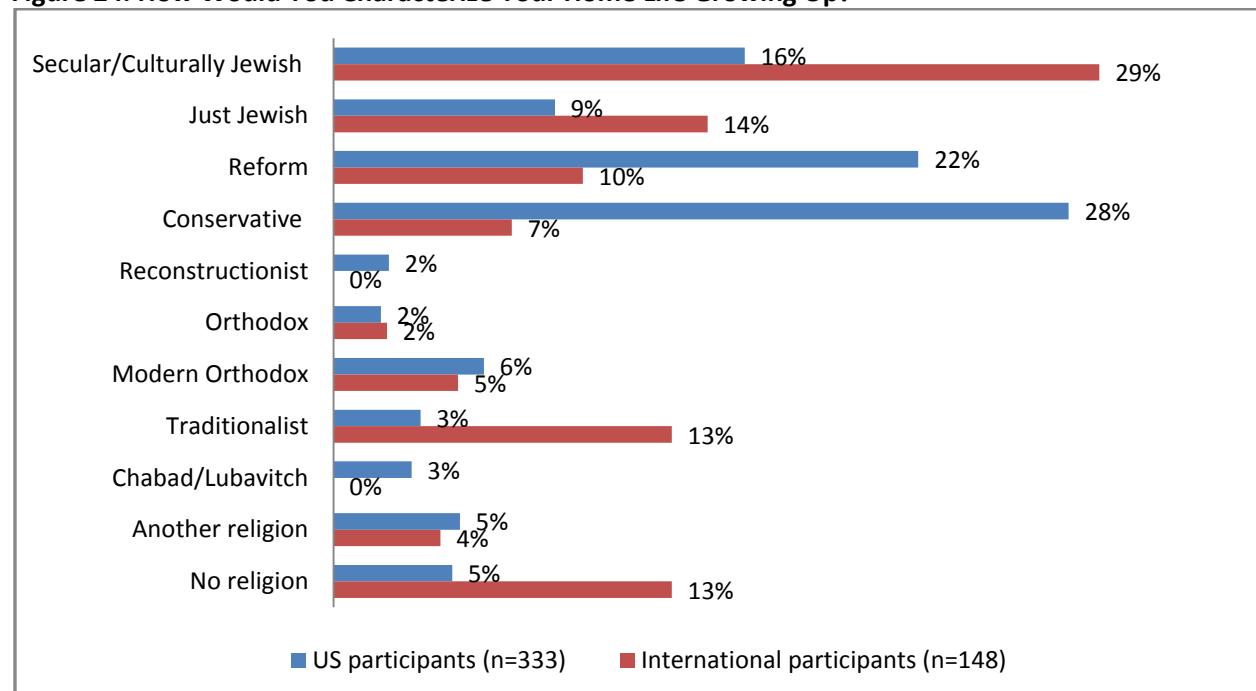


Figure 25. How Did You Become Involved in Moishe House?

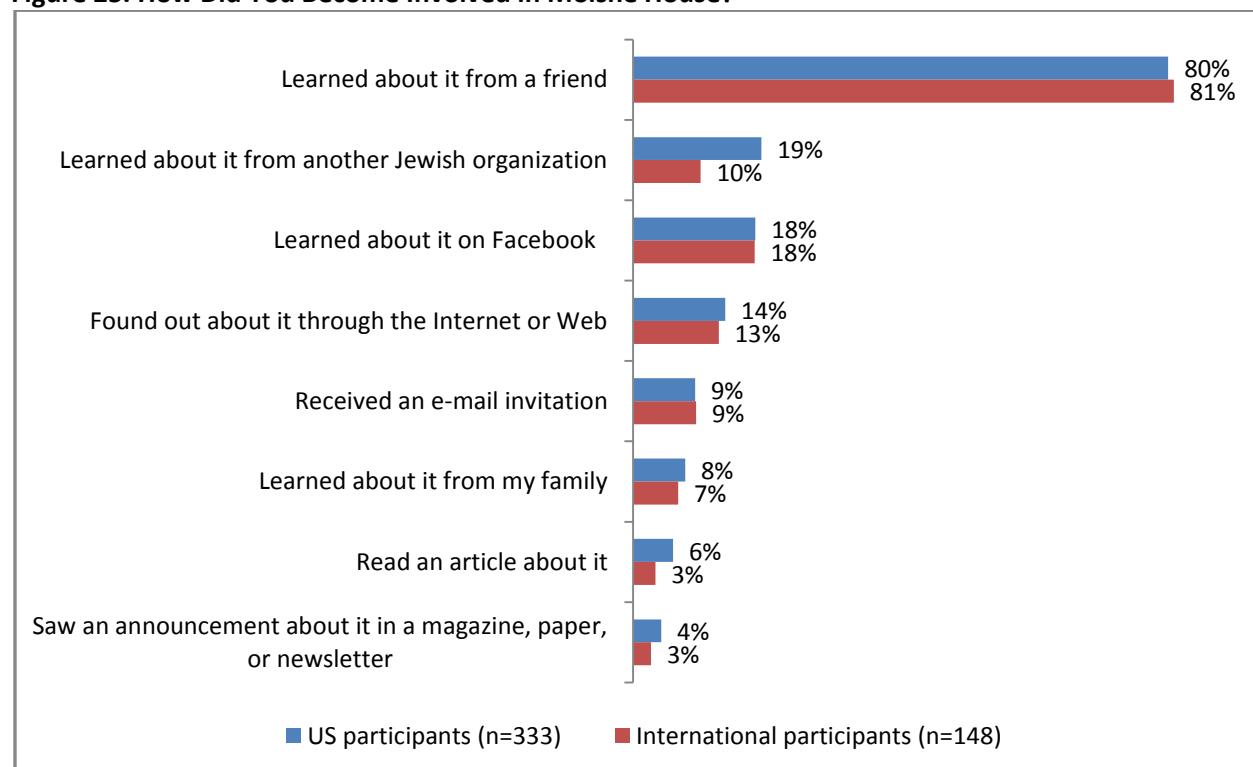


Figure 26. First Time Attended a Moishe House Event

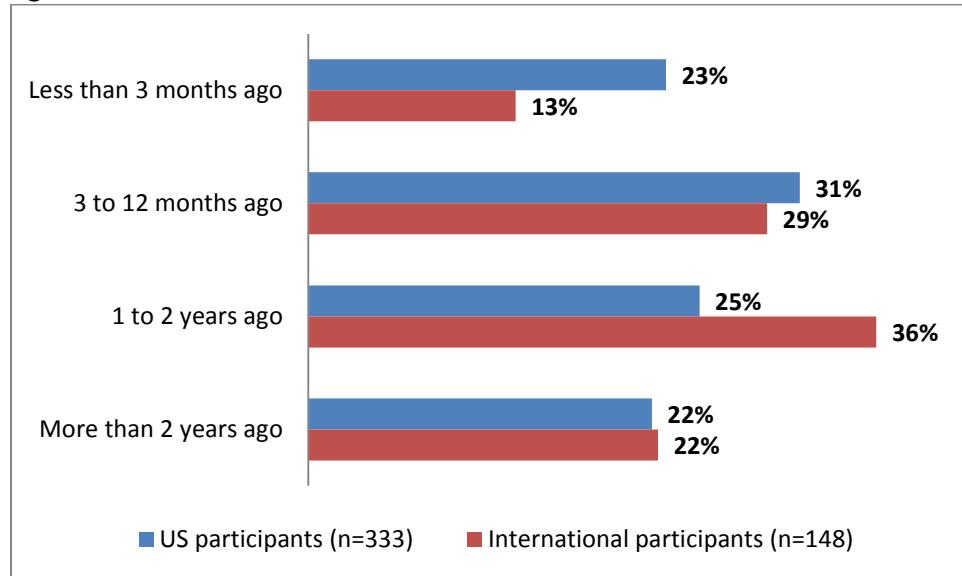
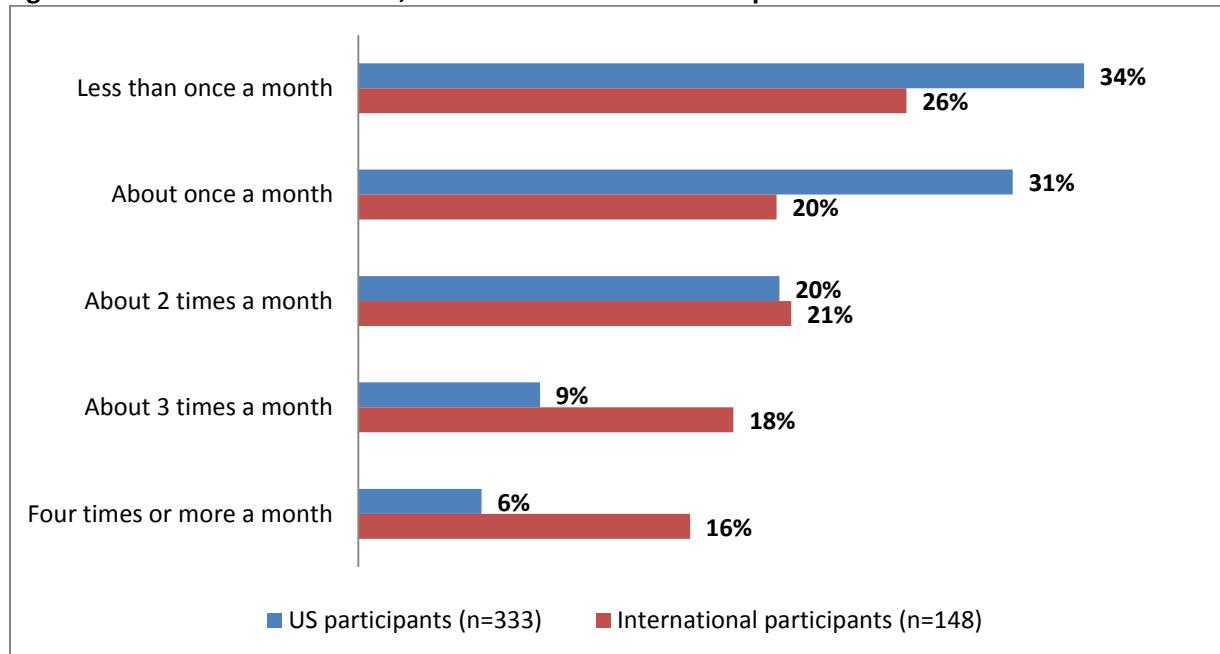


Figure 27. In the Past 12 Months, How Often Have You Participated in a Moishe House Event?



Participant Outcomes:

Both participant survey and participant focus group data showed that participants have made impressive progress toward achieving these intended short-term and interim outcomes. As described in the methodology section, factor analysis produced ten outcome factors for the participant survey. Table 13 shows how these factors correspond to the intended short-term and interim outcomes for participants in the Moishe House logic model. In the following, we use the participant outcome factors as the framework to discuss (1) participants' awareness of Moishe House goals and values and their interests in deepening their engagement in Moishe House; (2) changes in participants' connections to Jewish Peers and the Jewish community; and (3) participants' motivation and commitment to live an active Jewish life and contribute to the Jewish community.

- (1) There was strong evidence that participants were highly aware of Moishe House's goals and recognized the values of a peer-based Jewish community; some of them showed interest in deepening their engagement with Moishe House and were actively promoting Moishe House to others.**

Survey results showed that, on a five-point scale, with 1 being strongly disagree and 5 being strongly agree, the average score for "Versed in Moishe House goals and immersed in a peer-based Jewish community" was 4.05; and the average score for "Deepening engagement in Moishe House" and "Actively participating and promoting Moishe House" was close to 3, the middle/neutral point (Figure 28). Participant focus group data showed consistent results. Detailed findings about each outcome area follow.

Figure 28. Participant Outcomes: Mean score (1=strongly disagree; 5=strongly agree)

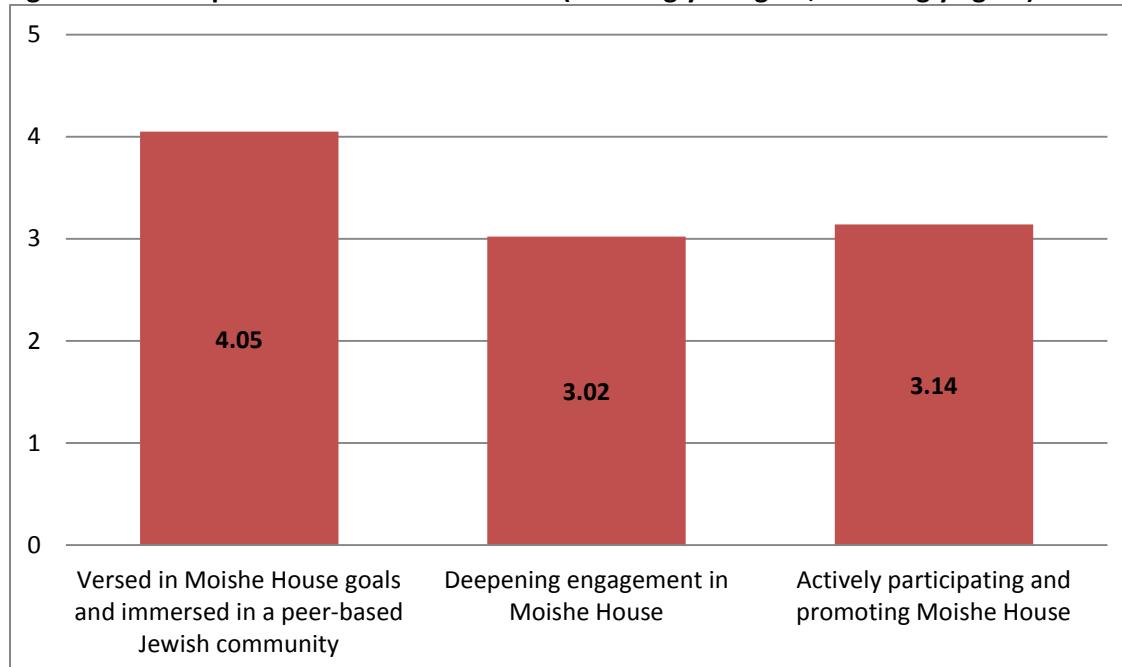


Table 13. Crosswalk between the participant outcomes in the logic model and outcome factors emerged from the survey data

| | Participant outcomes in the logic model | Corresponding outcome factors emerged from participant survey data | Items |
|---------------------|---|---|---|
| Short-term outcomes | Increased awareness of Moishe House. | <ul style="list-style-type: none"> • Versed in Moishe House goals and immersed in a peer-based Jewish community. | <ul style="list-style-type: none"> • I can clearly describe upcoming or past Moishe House events to individuals who have never heard of this organization. • I can clearly describe Moishe House mission to other individuals who have not heard of it before. • I can clearly describe the uniqueness of Moishe House compared to other young adult programs in my city. • I see Moishe House to be a hub of Jewish life for young Jewish adults in my city. • I frequently share with my friends about my participation at Moishe House. • I like coming to Moishe House largely because it is led by and for young Jewish adults. • I have made new friendships through Moishe House. • I believe that Moishe House is a good model for building Jewish community for young adults. • Through Moishe House I had meaningful Jewish experiences. |
| | Consider Moishe House to be a hub of Jewish life for young Jewish adults. | <ul style="list-style-type: none"> • Deepening engagement in Moishe House. | <ul style="list-style-type: none"> • Moishe House is my PRIMARY connection to the Jewish community. • I feel I belong to a GLOBAL Moishe House community because there are Moishe Houses throughout the world. • I would like to find ways to support Moishe House other than my participation in programs. • I would be interested in living in a Moishe House. |
| | See value and enjoyment in peer-based Jewish community. | <ul style="list-style-type: none"> • Versed in Moishe House goals and immersed in a peer-based Jewish community. | See above |
| | See value and enjoyment in choosing to live active Jewish lives. | <ul style="list-style-type: none"> • Living an active Jewish life. | <ul style="list-style-type: none"> • I have a clear understanding of what it means for me to live an active Jewish adult life. • I am interested in living an active Jewish adult life (as I define it). • I live an active Jewish adult life (as I define it). • I have knowledge and skills related to Jewish traditions and customs. • I celebrate Jewish holidays. • I participate in Shabbat dinners. • I have a desire to learn more about Jewish holidays/traditions. • I have a desire to learn more about Jewish history, culture, language, etc. |
| | Aware of other Jewish opportunities in their | <ul style="list-style-type: none"> • Engaging in activities that connect me with Jewish peers. | <ul style="list-style-type: none"> • I am aware of local opportunities for young Jewish adults to participate in fun and meaningful activities together. |

| | Participant outcomes in the logic model | Corresponding outcome factors emerged from participant survey data | Items |
|----------------------------------|---|--|---|
| | community. | | <ul style="list-style-type: none"> • I participate in local activities for young Jewish adults. • I read Jewish books, magazines or newspapers. • I visit Jewish websites or blogs. |
| | Increase number of friendships and relationships with young Jews. | <ul style="list-style-type: none"> • Jewish identity and connection with peers. | <ul style="list-style-type: none"> • I feel comfortable identifying myself as Jewish to others. • I am comfortable exploring my own Jewish identity. • I am proud of being Jewish. • I feel connected to my Jewish peers. • I have a strong, supportive group of Jewish friends. • I have like-minded people that I spend time with (Jewish or otherwise). |
| Interim outcomes (1.5-2.5 years) | Increased interests in Moishe House experiences. | <ul style="list-style-type: none"> • Deepening engagement in Moishe House. | See above |
| | Stronger connection with young Jewish adults in their community. | <ul style="list-style-type: none"> • Engaging in the Jewish community. | <ul style="list-style-type: none"> • I feel like I belong to a Jewish community (as I define it). • I participate in local community activities (e.g., volunteering, community service, social action, etc.). • I play a leadership role in community activities. • I know how to get involved in activities or organizations that are of interest to me. • I feel connected to the Jewish community in my city. |
| | Promote Moishe House as a hub for Jewish life for young Jewish adults to peers and funders. | <ul style="list-style-type: none"> • Actively participating and promoting Moishe House. | <ul style="list-style-type: none"> • I frequently invite others to Moishe House events. • I have helped plan and/or lead events for Moishe House. • I have rekindled old friendships through Moishe House. |
| | Stronger sense of Jewish identities/ more positive attitude toward Judaism. | <ul style="list-style-type: none"> • Jewish identity and connection with peers. | See above |
| | Increased motivation to live active Jewish lives. | <ul style="list-style-type: none"> • Living an active Jewish life. | See above |
| | Recognize the value of and enjoy a Jewish life and Jewish learning. | <ul style="list-style-type: none"> • Living an active Jewish life. | See above |
| | Increased involvement in Jewish life. | <ul style="list-style-type: none"> • Future – Living an active Jewish life. | <ul style="list-style-type: none"> • Celebrating Jewish holidays. • Participating in Shabbat dinners regularly. • Maintaining Jewish practices in my home. • Marrying someone who is Jewish. • Raising Jewish children. • Celebrating Jewish holidays. |

| | Participant outcomes in the logic model | Corresponding outcome factors emerged from participant survey data | Items |
|--|--|---|---|
| | | | <ul style="list-style-type: none"> • Observing Jewish traditions. • Being an active participant in my local synagogue. • Learning more about Jewish history, culture, language, etc.. • Being actively involved in a Jewish community. |
| | Increased connection with their Jewish peers and the broader Jewish community. | <ul style="list-style-type: none"> • Contributing to the Jewish community. • Future – Contributing to the Jewish community. | <ul style="list-style-type: none"> • I feel connected to a global Jewish community. • I feel connected to Jewish traditions and customs. • I consider myself a leader in my Jewish community. • I have the knowledge and skills to organize and motivate others to be involved in Jewish life. • I organize and motivate others to be involved in Jewish life. • I volunteer for Jewish causes. • I contribute money to a Jewish organization or cause. • I have a place to go for Jewish community. • See below |
| | Invest in Moishe House as an institution. | <ul style="list-style-type: none"> • Future – Contributing to the Jewish community. | <ul style="list-style-type: none"> • Staying involved with Moishe House. • Volunteering for Jewish causes. • Contributing money to Moishe House. • Contributing money to other Jewish organizations or causes. • Seeking leadership roles in activities, organizations, or events in a Jewish community. |

- Participants were highly aware of Moishe House goals and saw the values of a peer-based Jewish community.

More than three quarters of the participants who completed the survey reported having a clear understanding of Moishe House's goals (Table 14): they can clearly describe upcoming or past Moishe House events (90%), they can clearly describe Moishe House mission (79%), and they can clearly describe the uniqueness of Moishe House compared to other young adult programs in their city (79%). Participants also identified with Moishe House's model of building a peer-led Jewish community for young adults – 82% of the participants believed that Moishe House is a good model for building Jewish community for young adults; 78% of the participants said they like coming to Moishe House largely because it is led by and for peers; 77% saw Moishe House as a hub of Jewish life for young Jewish adults in their city.

Table 14.

| Survey items | % of participants agreed or strongly agreed with the statement |
|---|--|
| I can clearly describe upcoming or past Moishe House events to individuals who have never heard of this organization. | 89.9% |
| I can clearly describe Moishe House mission to other individuals who have not heard of it before. | 79.3% |
| I can clearly describe the uniqueness of Moishe House compared to other young adult programs in my city. | 79.2% |
| I see Moishe House to be a hub of Jewish life for young Jewish adults in my city. | 77% |
| I frequently share with my friends about my participation at Moishe House. | 66.7% |
| I like coming to Moishe House largely because it is led by and for young Jewish adults. | 78.4% |
| I have made new friendships through Moishe House. | 82.3% |
| I believe that Moishe House is a good model for building Jewish community for young adults. | 87.8% |
| Through Moishe House I had meaningful Jewish experiences. | 71.6% |

These findings were corroborated by participant focus group data. Participants in all five focus groups unanimously agreed that Moishe House created a unique space for young Jewish adults to connect with their peers and to experience Judaism in ways that are meaningful for them. Below are examples of participants' comments from each location:

Moishe House really meets our generation, where we're at. Our comfort zone is going to someone's house, and hanging out. I think that when you're looking for a community and you find yourself out of that comfort zone, and you find often a big institutional space, no matter how nice that space is, it's not what you're used to, and it's not a place where you're going to think, "I feel good here." By Moishe House having [their events] in houses, with people living there and saying, "come on over and hang out"...to me, the mission is to meet us at our comfort zone and to incorporate Jewish activities into the way that our generation already is interacting with each other. (Participant, the Bay area)

It just seems to me that every organization you go to, they want a handout, and with Moishe House it doesn't seem like there is some ulterior motive. Moishe House is just like a connector, or a hub for Jewish living and learning. And there are no strings attached. I think that the Jews of our generation want something with no strings attached, no ulterior motives, just be. (Participant, the Bay area)

Moishe House is cool because, it's not about necessarily finding that girl or guy for some people. It's more about making connections with people; it's a historical, depth, almost visceral connection. I never had it growing up. I'm getting it now. It's kind of cool later in life to get that. (Participant, the Bay area)

Focus on real community rather than just showing up and being present. Doesn't seem like there's an underlying agenda. More invested, the way that one builds community is when you feel comfortable with others. (Participant, Philadelphia)

It doesn't feel like matchmaking here, which is another benefit. I like that it's not specifically one type of Judaism or one branch, open to anybody at all level of observance, all different synagogue experiences. (Participant, Philadelphia)

Nice to be part of the community without having to go to synagogue. That is what it is for me. Part of something without having to go pray. I am not all about the synagogue. For me this is a religion versus culture opportunity. (Participant, Chicago)

This organization is a great mix of Judaism and social justice. The angle of social justice is important [for me]. That is not all it is. Other Jewish events in the city are traditional or one is there to meet a spouse. This is more of a complex opportunity and experience for young Jews. (Participant, Chicago)

When you come it is not pushed toward you. It is life for me. I looked for long time to find a place to hang out in. I was not looking for really religious groups. You have the holidays and all, but it is not pushed toward you. New people come and they get en-cultured step by step. (Participant, Chicago).

I knew no one when I moved here from [state]. When I came to Moishe House here, everyone was warm and welcoming. I felt right at home. A brand new family. There are a lot of different backgrounds at Moishe House here, but everyone is very accepting of others' beliefs and pluralistic. Non-judgmental. (Participant, Midwest).

One thing I like about Moishe House is that it's not a "meet" market, not like [organization]. (Participant, D.C. area)

I didn't come from a Jewish background, I am technically Jewish. I always felt weird going to Jewish events. It's very nice coming to Moishe House I don't have that feeling, feeling weird. (Participant, D.C. area)

It introduces people to new ways of being Jewish – people engage in Judaism in new ways. Maybe what we are creating here is a completely new way to involve in Jewish life. (Participant, D.C. area)

One thing I like about Moishe House is that young people are running Jewish programs, they encourage leadership in the community. In other organizations it can be very bureaucratic. What's great about Moishe House is that it provide an opportunity for young Jewish professionals to step up to take on leadership roles, to take on responsibilities, that's something very valuable for the Moishe House environment. (Participant, D.C. area)

- A small portion of the participants showed interests in deepening their engagement with Moishe House; most participants were satisfied with their current level of engagement.

As shown in Table 15, for 31% of the participants surveyed, Moishe House is their primary connection to the Jewish community. Close to half of the participants (49%) would like to find ways to support Moishe House other than their participation in the programs. About one third of the participants expressed interest in living in a Moishe House.

Table 15.

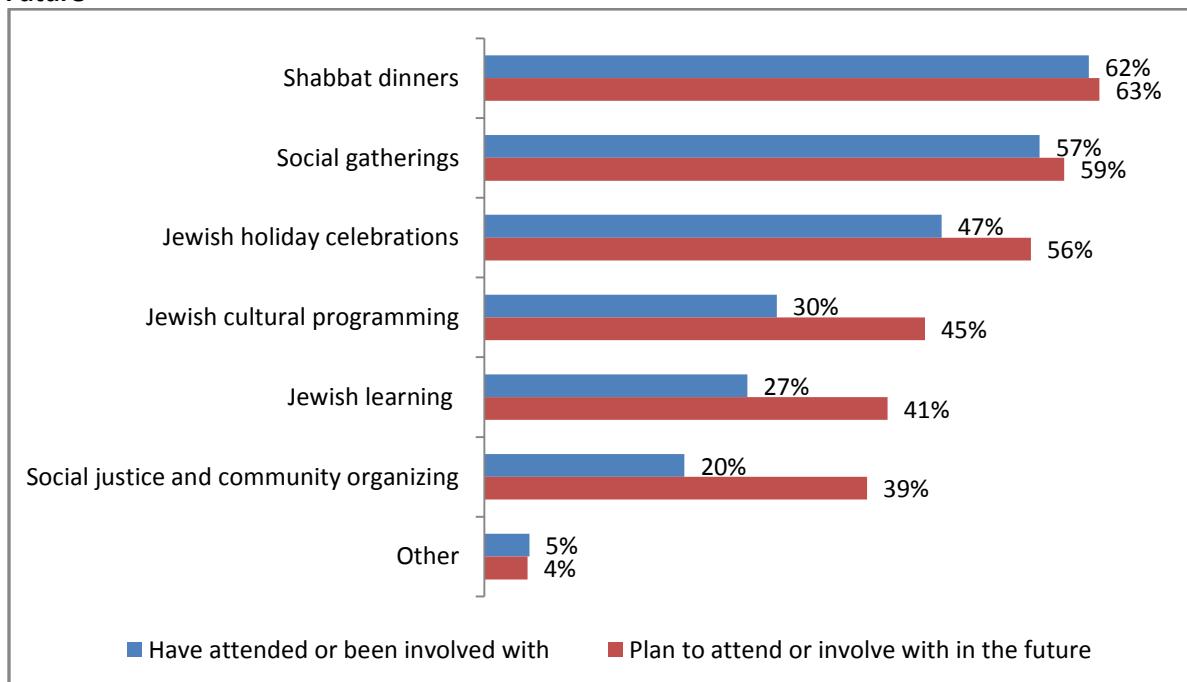
| Survey items | % of participants agreed or strongly agreed with the statement |
|--|--|
| Moishe House is my primary connection to the Jewish community. | 30.9% |
| I feel I belong to a global Moishe House community because there are Moishe Houses throughout the world. | 26.3% |
| I would like to find ways to support Moishe House other than my participation in programs. | 49.1% |
| I would be interested in living in a Moishe House. | 33.9% |

Additional survey data confirmed that most participants would like to continue their current level of engagement with Moishe House. When asked about their plan to engage in Moishe House in the next six months, more than three quarters of the participants in the survey said that they are likely or very likely to participate in a Moishe House program again (87%), recommend Moishe House to their peers (86%), and bring their friends to Moishe House programs (79%). A small percentage of the participants were interested in taking their participation to a higher level – 17% of them would apply to become a Moishe House resident, if a spot were available (Table 16).

Table 16.

| How likely are you going to do the following in the next 6 months? | % of residents reported 4 or 5 1=very unlikely; 5=very likely |
|---|--|
| Participate in a Moishe House program again | 87.3% |
| Recommend Moishe House to my peers | 85.5% |
| Bring my friends to Moishe House programs | 79% |
| Apply to become a Moishe House resident, if a spot were available | 17% |

Figure 29 illustrates the types of Moishe House events participants have attended, as well as types of events they plan to attend in the future. The results showed that Shabbat dinners, Jewish holiday celebrations, and social gatherings were, and are likely continue to be, the most popular types of Moishe House events among the participants surveyed. In addition, there appears to be an increased interest in other types of events, including Jewish learning, Jewish cultural programming, and social justice and community organizing.

Figure 29. Types of Moishe House Activities Participants Have Attended and Plan to Attend in the Future

- More than half of the participants were actively participating and promoting Moishe House.**

Survey items in this outcome area focus on participants' roles in promoting Moishe House. Fifty-nine percent of the participants said they frequently invited others to Moishe House events and 31% of them had helped plan and/or lead events for Moishe House (Table 17).

Table 17.

| Survey items | % of participants agreed or strongly agreed with the statement |
|---|--|
| I frequently invite others to Moishe House events. | 59.3% |
| I have rekindled old friendships through Moishe House. | 38.9% |
| I have helped plan and/or lead events for Moishe House. | 31% |

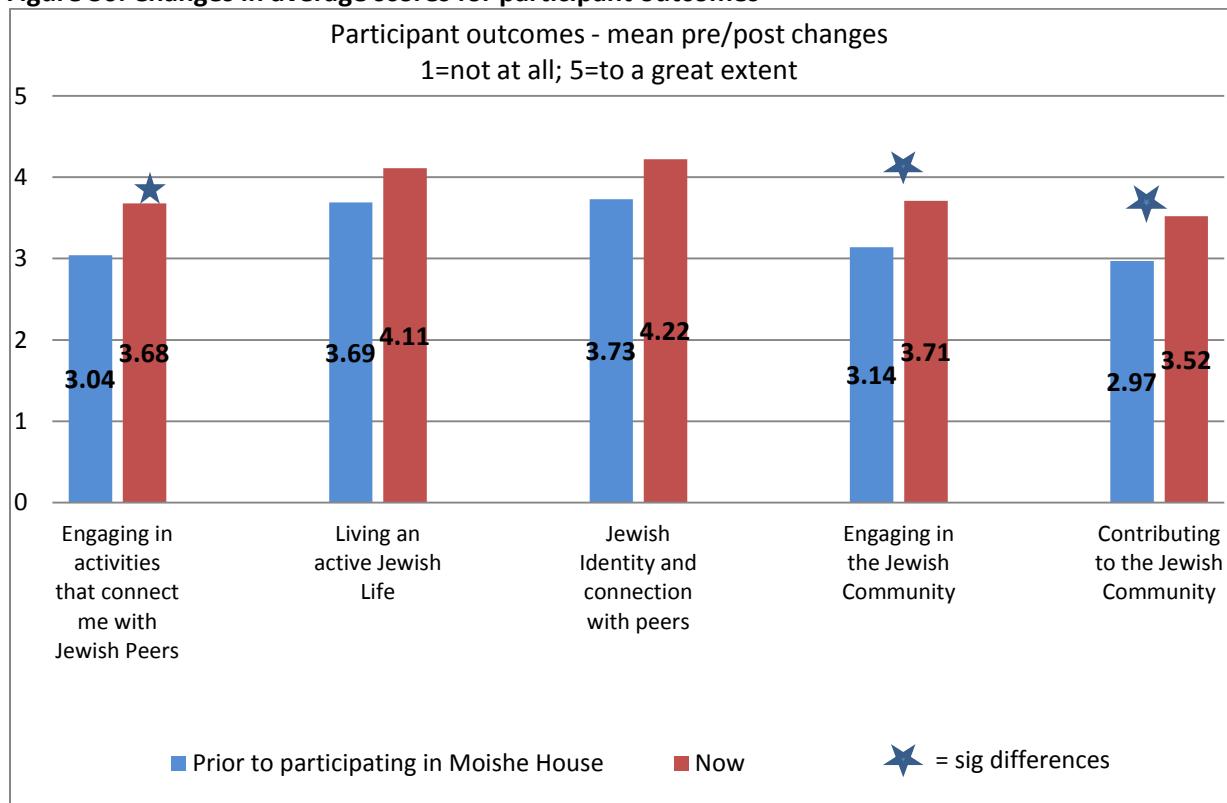
A small number of participants in the focus groups had helped plan and lead events for Moishe House and described their involvement as a meaningful experience. For example, one participant commented,

I think that there is something for me, as a very secular Jew... I helped organize the Passover Seder two years in a row, and I'll do it again this year, that is something I would never do, but this is the perfect space both physically and...the vibe and support I need in order to have this big, semi-religious inclusive event, and it brings me back to being a slightly more observant Jew. I really appreciate that.

(2) Participating in Moishe House has a significant impact on participants' connection and engagement in the Jewish community.

Survey results showed that participants experienced significant positive changes since participating in Moishe House in the following three outcome areas: Engaging in activities that connect them with Jewish peers, engaging in the Jewish community, and contributing to the Jewish community. While participants' average scores showed an increase in the other two outcome areas – living an active Jewish life and Jewish identity and connection with peers – the changes were too small to reach a level of statistical significance. Figure 30 shows the average score changes from “prior to living in Moishe House” to “now,” which is followed by more detailed findings in each outcome area.

Figure 30. Changes in average scores for participant outcomes



- Participants became more engaged in activities that connect them with Jewish peers.**

Participants reported notable changes in their awareness of local opportunities for young Jewish adults to participate in fun and meaningful activities together. As shown in Table 15, the percentage of participants who reported that they are aware of local opportunities for young Jewish adults increased from 43.7% (prior to participating in Moishe House) to 83.3% (now). Their participation in local activities for young Jewish adults other than Moishe House events also showed a 29 percent increase (from 42.8% to 71.9%).

Table 15.

| Survey items | % of participants gave themselves a 4 or 5 rating 1=not at all; 5=to a great extent | | | |
|---|--|-------|-----------------------------|---------------------|
| | Prior to participating in Moishe House | Now | Change in percentage points | Percentage increase |
| I am aware of local opportunities for young Jewish adults to participate in fun and meaningful activities together. | 43.7% | 83.3% | 39.6% | 91% |
| I participate in local activities for young Jewish adults other than Moishe House events. | 42.8% | 71.9% | 29.1% | 68% |
| I visit Jewish websites or blogs. | 31.7% | 42.9% | 11.2% | 35% |
| I read Jewish books, magazines or newspapers. | 34.4% | 42.4% | 8% | 23% |

Note: Change in the mean scores from “Prior to participating in Moishe House” to “Now” reached statistical significance for all items at 0.05 level.

Participant focus group data showed mixed results in this outcome area. For some participants, especially those who just moved into a new city, coming to Moishe House and socializing with their peers had helped them become more aware of other Jewish organizations and events for young Jewish adults in the city. For some participants, their Moishe House experience did not change their awareness of local Jewish opportunities, because they were already involved with other Jewish organizations. This is especially true for participants who live in cities with large presence of Jewish organizations (e.g. Washington D.C., the Bay area).

- Participants’ interests and motivation to live an active Jewish life showed a slight increase; however, the change did not reach a level of statistical significance.**

At the item level, participants showed an increase of 20% or greater in two items: “I participate in Shabbat dinners” (increased from 49% to 71%) and “I have a clear understanding of what it means for me to live an active Jewish adult life” (increased from 52% to 72%) (Table 16). In addition, 70% of the participants reported that they now live a very active Jewish adult life (as they define it), compared to 52% of the participants who perceived themselves doing so prior to participating in Moishe House.

Table 16.

| Survey items | % of participants gave themselves a 4 or 5 rating 1=not at all; 5=to a great extent | | | |
|---|--|--------|-----------------------------------|------------------------|
| | Prior to participating in Moishe House | Now | Change in percentage points | Percentage increase |
| I participate in Shabbat dinners. | 49.20% | 71.20% | 22% | 45% |
| I have a clear understanding of what it means for me to live an active Jewish adult life. | 52.20% | 71.70% | 19.50% | 37% |
| I live a very active Jewish adult life (as I define it). | 52.20% | 69.80% | 17.60% | 34% |
| I am interested in living an active Jewish adult life (as I define it). | 64.20% | 80.50% | 16.30% | 25% |
| I have knowledge and skills related to Jewish traditions and customs. | 64.90% | 80.70% | 15.80% | 24% |
| I have a desire to learn more about Jewish history, culture, language, etc. | 59.50% | 74% | 14.50% | 24% |
| I celebrate Jewish holidays. | 64.50% | 78.40% | 13.90% | 22% |
| I have a desire to learn more about Jewish holidays/traditions. | 53.90% | 67.60% | 13.70% | 25% |

Note: Change in the mean scores from "Prior to participating in Moishe House" to "Now" reached statistical significance for all items at 0.05 level.

A small number of participants in the focus groups reported increased interests in living an active Jewish life since coming to Moishe House. For instance, one participant commented, "it made me comfortable with my heritage and more eager to learn." Another participant said, "I can honestly say that I have become a better person. I reflect on myself. I come out from a house event and I want to cultivate this on daily basis."

- **Participants' Jewish identity and connections to Jewish peers showed a slight increase; however, the change did not reach a level of statistical significance.**

At the item level, participants' responses showed an increase of more than 20% in two items (Table 17): "I have a strong, supportive group of Jewish friends" (increased from 50% to 77%) and "I feel connected to my Jewish peers" (increased from 61% to 84%). In addition, more participants became comfortable exploring their own Jewish identity (increased from 75% to 88%) and identifying themselves as Jewish to others (increased from 78% to 89%).

Table 17.

| Survey items | % of participants gave themselves a 4 or 5 rating 1=not at all; 5=to a great extent | | | |
|---|--|--------|--------------------------------|------------------------|
| | Prior to participating in <i>Moishe House</i> | Now | Change in percentage points | Percentage increase |
| I have a strong, supportive group of Jewish friends. | 50.20% | 77.10% | 26.90% | 54% |
| I feel connected to my Jewish peers. | 61.40% | 83.60% | 22.20% | 36% |
| I have like-minded people that I spend time with (Jewish or otherwise). | 72.60% | 87% | 14.40% | 20% |
| I am comfortable exploring my own Jewish identity. | 74.60% | 88% | 13.40% | 18% |
| I feel comfortable identifying myself as Jewish to others. | 78.30% | 88.80% | 10.50% | 13% |
| I am proud of being Jewish. | 79.30% | 87.20% | 7.90% | 10% |

Note: Change in the mean scores from "Prior to participating in Moishe House" to "Now" reached statistical significance for all items at 0.05 level.

Again, a small number of participants in the focus groups reported that their Moishe House experience has changed the way they see themselves in relation to Judaism and their Jewish peers. Below are examples of participants' comments.

Moishe House has had a huge impact on my life here in [city]. Last year I wasn't involved and I didn't like it here at all. It's really changed my life here. I've made my best friends here through Moishe House and it's allowed me to see the city. (Participant, Midwest)

It has definitely changed the way I feel about being Jewish. I have never been as proud as I am of being Jewish. It has changed my perspective, in a good way. (Participant, Midwest)

It definitely gives me a sense of a community. I grew up with atheist parents. We didn't do anything. We were Jewish in name only; I kind of wanted to be a little more Jewish, I knew I would never be very religious. Coming to Moishe House gave me the feeling that I was missing before, a sense of community, but not necessary going to synagogue every week. It's definitely helped me identify more as being Jewish. (Participant, D.C. area)

It changed my image of what Jews are. When I was growing up, I grew up with this concept that this is what a conservative Jew believes in, this is what an orthodox Jew believes in, this is what a reform Jew believes in. And then I go to Moishe House, I see that there is a mix of people, I see that some reformists are more observant than orthodox people. It sort of equalized things once I started coming to Moishe House. I didn't see that before. (Participant, D.C. area)

- **Participants became more engaged in the Jewish community.**

Survey items in this outcome area focus on participants' participation and connectedness to their Jewish communities. As shown in Table 18, the items that showed the highest percentage change were: "I feel

connected to the Jewish community in my city" (increased from 42% to 80%), "I feel like I belong to a Jewish community (as I define it)" (increased from 50% to 76%), "I know how to get involved in activities or organizations that are of interest to me" (increased from 51% to 74%).

Table 18.

| Survey items | % of participants gave themselves a 4 or 5 rating 1=not at all; 5=to a great extent | | | |
|---|--|---------|-----------------------------|---------------------|
| | Prior to participating in Moishe House | Now | Change in percentage points | Percentage increase |
| I feel connected to the Jewish community in my city. | 41.50% | 75.90 % | 34.40% | 83% |
| I feel like I belong to a Jewish community (as I define it). | 50.20% | 76% | 25.80% | 51% |
| I know how to get involved in activities or organizations that are of interest to me. | 51.30% | 74% | 22.70% | 44% |
| I participate in local community activities (e.g., volunteering, community service, social action, etc.). | 43% | 58.20 % | 15.20% | 35% |
| I play a leadership role in community activities. | 34.90% | 46.50 % | 11.60% | 33% |

Note: Change in the mean scores from "Prior to participating in Moishe House" to "Now" reached statistical significance for all items at 0.05 level.

In all five focus groups, a number of participants reported that their Moishe House experience made them feel more comfortable to become involved (or re-engage) with the Jewish community. For example:

There's support for the Jewish lifestyle that I choose to live for myself, that doesn't necessarily look the same for any other Jewish person I know. I never had so many Jewish friends before; maybe one or two, that's it. Now I have a Jewish posse that I can do Jewish things with, which is nice to have that option. (Participant, the Bay area)

It's gotten me back involved with the Jewish community in a way that is not threatening. I was not involved for a while because I didn't have a spiritual connection for anything. I wanted to get back in touch and this was a very non threatening way to get back in touch with all that I was raised with and bridge me back. (Participant, Philadelphia)

Being the new person in [city] and not knowing anyone in town. Not knowing anyone and then feeling so welcomed by Moishe House. Nice consistency. This is what it is to me. Feeling of a community. (Participant, Chicago)

I am more involved in the community than otherwise, Jewish-wise or otherwise. (Participant, Chicago)

When I moved here I didn't know a soul. Finding Moishe House was a way to make a city feel like home and to take a big community and shrink it. (Participant, Midwest)

It's changed my involvement in the Jewish community. It's made me more active in the Jewish community. It also made me feel that I want to bring the entire Jewish community toward the model of Moishe House, the pluralistic model. That's my dream in life – to combine the two worlds, the traditional and the new. (Participant, D.C. area)

- **Participants reported some increase in their contribution to the Jewish community**

Survey items in this outcome area focus on participants' perception of their roles and relationships to the Jewish community. While participants' average score for this outcome showed a significant increase, results at the item level revealed that most of the gains focused on participants' relationships with the Jewish community. As shown in Table 19, the item that showed the greatest improvement is "I have a place to go for Jewish community" (increased from 46% to 84%). This is followed by "I feel connected to Jewish traditions and customs" (increased from 59% to 78%), "I feel connected to a global Jewish community" (increased from 44% to 60%), I contribute money to a Jewish organization or cause (increased from 34% to 47%) and "I volunteer for Jewish causes" (increased from 34% to 45%).

Table 19.

| Survey items | % of participants gave themselves a 4 or 5 rating 1=not at all; 5=to a great extent | | | |
|--|--|--------|-----------------------------|---------------------|
| | Prior to participating in Moishe House | Now | Change in percentage points | Percentage increase |
| I have a place to go for Jewish community | 46.10% | 84% | 37.90% | 82% |
| I feel connected to Jewish traditions and customs. | 59.20% | 78.40% | 19.20% | 32% |
| I feel connected to a global Jewish community. | 44.30% | 60.40% | 16.10% | 36% |
| I have the knowledge and skills to organize and motivate others to be involved in Jewish life. | 40.30% | 55.80% | 15.50% | 38% |
| I contribute money to a Jewish organization or cause. | 33.70% | 46.90% | 13.20% | 39% |
| I consider myself a leader in my Jewish community. | 28.40% | 41% | 12.60% | 44% |
| I organize and motivate others to be involved in Jewish life. | 34.90% | 46.80% | 11.90% | 34% |
| I volunteer for Jewish causes. | 33.90% | 45.30% | 11.40% | 34% |

Note: Change in the mean scores from "Prior to participating in Moishe House" to "Now" reached statistical significance for all items at 0.05 level.

A small number of participants commented on how their Moishe House experience changed their perception of and relationship with the Jewish community and Judaism. Below are some examples:

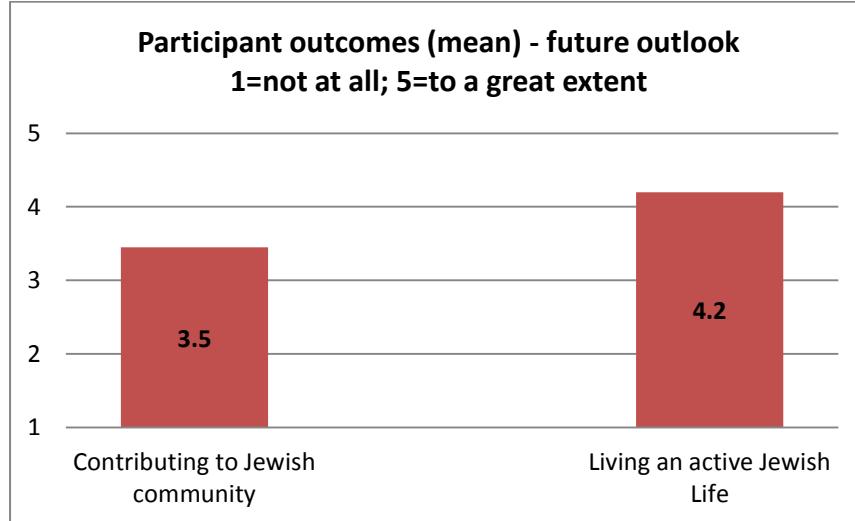
Before, Judaism was my parents and community. With Moishe House, I feel like it's our Judaism. (Participant, Midwest)

It gave me a sense of a global Jewish, pluralistic identity, if we can be just celebrating holidays and doing things as a community, not necessarily in specific ways, that we can just do it together. (Participant, D.C. area)

I got introduced to this whole new ways of Jews engaging. I saw this and realized that this is what I want to do with my life. Now I am like a Jewish professional trying to make every Jew want to be engaged in Jewish life and create a new, alternative way that's pluralistic – that's all because of Moishe House. (Participant, D.C. area)

(3) Participants showed strong motivation to live an active Jewish life and commitment to contribute to the Jewish community. As shown in Figure 31, on a five-point scale, with one being very unlikely and five being very likely, the average scores for “contributing to the Jewish community” and “living an active Jewish life” were 3.5 and 4.2, respectively. More detailed findings for these two future-focused outcomes are as follows.

Figure 31. Participants' perception of their future engagement



- Participants are motivated to continue to live an active Jewish life.**

As Table 20 shows, more than three quarters of the participants reported that, in five years, they are likely or very likely to celebrate Jewish holidays (89%) and observing Jewish traditions (76%). More than seventy percent of them also said that they are likely or very likely to engage in the following aspects of Jewish life: Participating in Shabbat dinners regularly (72%), maintaining Jewish practices in their home (72%), marrying someone who is Jewish (71%), raising Jewish children (74%), and learning more about Jewish history, culture, language, etc. (70%). Close to half of the participants said that they are likely or very likely to be an active participant in their local synagogue.

Table 20.

| Survey items | % of participants reported 4 or 5 1=very unlikely; 5=very likely |
|---|---|
| Celebrating Jewish holidays | 88.7% |
| Observing Jewish traditions | 76.3% |
| Raising Jewish children | 74.3% |
| Participating in Shabbat dinners regularly | 71.6% |
| Maintaining Jewish practices in my home | 71.5% |
| Marrying someone who is Jewish | 71.3% |
| Learning more about Jewish history, culture, language, etc. | 69.7% |
| Being an active participant in my local synagogue | 49.6% |

- Half of the participants surveyed are committed to contribute to the Jewish community in the near future.**

Participants' responses to the survey items in this outcome area suggested they are motivated and committed to giving back to the Jewish community, both by giving their time and money (Table 21): about half of the participants said that they are likely or very likely to engage in the following in five years: seeking leadership roles in a Jewish community (51%); volunteering for Jewish causes (56%), and contributing money to other Jewish organizations or causes (57%). Forty two percent of them said that they are likely or very likely to stay involved with Moishe House and 35% of them said that they would contribute money to the organization. One participant in the focus group described her desire to support Moishe House: "I love that Moishe House is free, but [the fact that its' free] encourages me to want to tell other people and raise money for it. That free aspect makes us feel more inclined to support it."

Table 21.

| Survey items | % of residents reported 4 or 5 1=very unlikely; 5=very likely |
|--|--|
| Contributing money to other Jewish organizations or causes | 56.6% |
| Volunteering for Jewish causes | 56.2% |
| Seeking leadership roles in activities, organizations, or events in a Jewish community | 51% |
| Staying involved with Moishe House | 41.7% |
| Contributing money to Moishe House | 35.3% |

Demographic Variables That Made a Difference in Participant Outcomes:

Our analysis further examined the relationships between participant outcomes and demographic variables in the resident survey data. Tables 22-23 provide an overview the variables that made a difference in participant outcomes. Some of the key findings include:

- (a) Participants who did not attend a Jewish day school reported higher impact of Moishe House on them in three outcome areas than their peers who had that experience: “Jewish identity and connections to Jewish peers,” “Engaging in the Jewish community,” and “Contributing to the Jewish community.” In contrast, participants who attended a Jewish day school scored higher in two outcomes: “Versed in Moishe House goals and immersed in a peer-based Jewish community,” and “Deepening engagement in Moishe House” (Table 22).
- (b) Participants’ experience with an overnight Jewish camp made a difference in one outcome area: Those who attended or worked at an overnight Jewish camp reported higher interests in “Deepening engagement in Moishe House” than those who did not have such experience (Table 22).
- (c) There was no significant difference in any outcome areas for participants who had a Bar/Bat Mitzvah ceremony and those who did not (Table 22).
- (d) Participants who were raised by two Jewish parents reported higher impact of Moishe House in one outcome area than their peers who were not raised by two Jewish parents: “Engaging in the Jewish community” (Table 22).
- (e) Participants who were raised Orthodox or Conservative reported higher impact of Moishe House in one outcome area: “Contributing to the Jewish community” (Table 22).
- (f) The experience of visiting Israel was significantly associated with one outcome. Participants who had visited Israel showed greater improvement in “engaging in activities that connect me with Jewish peers” than participants who had not visited Israel (Table 22).
- (g) Participants with stronger Jewish background (i.e., those who had 4 or more of these Jewish experiences: attended a Jewish day school, attended or worked at an overnight Jewish camp, had a Bar/Bat Mitzvah ceremony, raised by two Jewish parents, raised Orthodox or Conservative, visited Israel) reported better outcome in two areas: versed in Moishe House goals and immersed in a peer-based Jewish community, and deepening engagement in Moishe (Table 22).
- (h) There were significant differences in several outcome areas between male and female participants. Female participants expressed higher level of interest in deepening their engagement with Moishe House than their male counterpart. Male participants reported greater improvement in four outcome areas than their female peers. These were: “engaging in activities that connect me with Jewish Peers,” “living an active Jewish life,” “engaging in the Jewish community,” and “contributing to the Jewish community.” This was partially due to the fact that male participants had lower scores than female participants prior to the Moishe House experience (Table 23).
- (i) Participants’ age was not a significant factor for any of the outcomes measured in the survey.
- (j) Participants’ relationship status made a difference in two outcome areas. Participants who were married or in a serious relationship scored higher in their “Versed in Moishe House goals and immersed in peer-based Jewish community” than participants who were single. Participants who were seeing someone reported higher level of commitment to contribute to the Jewish community than their peers who were married and in a serious relationship. In addition, participants who met their spouse/ partner/ date through Moishe House were more active in promoting Moishe House than participants who did not meet their spouse/ partner/ date there (Table 23).

- (k) Participants whose friends were mostly or all Jewish experienced greater improvement in their “Jewish identity and connection with Jewish peers” than participants with few or half of their friends being Jewish. The former group also reported higher level of motivation to live an active Jewish life than the latter group. Consistent with the findings from the resident outcomes section, this finding further highlights the important role of having a strong Jewish peer group in individuals’ motivation to live an active Jewish life in the near future (Table 23).
- (l) The length of participation made a difference in one outcome. The newer participants (those who participated in Moishe House for less than one year) reported greater improvement in their “Jewish identity and connection with peers” than participants who had come to Moishe House for one year or longer. One possible explanation is that newer participants’ experience with Moishe House was more recent and their perceived changes in themselves were more dramatic than participants who had been involved with Moishe House for a longer period of time (Table 23).
- (m) The frequency of participation was not a significant factor for any of the participant outcomes measured in the survey (Table 23).
- (n) Further analysis of US participant data at the item level showed significant correlation between length of participation and two outcome items (Table 24).
- “**I know how to get involved in activities or organizations that are of interest to me**”: Participants who were newer to Moishe House (less than 3 months) reported greater improvement than those who had participated in Moishe House for one to two years.
 - “**I volunteer for Jewish causes**”: Participants who were newer to Moishe House (less than 3 months) reported greater improvement than those who had participated for longer period of time (more than 3 months).
- (o) Further analysis of US participant data at the item level showed significant correlation between frequency of participation and three outcome items (Table 24).
- “**I visit Jewish websites or blogs**”: participants who participated in Moishe House activities three times a month reported greater improvement than those who came less than once a month
 - “**I am interested in living an active Jewish adult life**”: participants who participated in Moishe House activities three times a month reported greater improvement than those who came less than once a month
 - “**I celebrate Jewish holidays**”: participants who participated in Moishe House more frequently (once to three times a month) reported greater improvement than those who participated less frequently (less than once a month).

Table 22. Key Jewish background variables that made a difference in outcomes among Participants^a

| | Versed in Moishe House goals and immersed in a peer-based Jewish community | Deepening engagement in Moishe House | Actively participating and promoting Moishe House | Engaging in activities that connect me with Jewish Peers (post-pre change) | Living an active Jewish life (post-pre change) | Jewish identity and connections to Jewish peers (post-pre change) | Engaging in the Jewish community (post-pre change) | Contributing to the Jewish community (post-pre change) | Future- Contributing to the Jewish community | Future- Living an active Jewish life |
|---|--|---------------------------------------|---|--|--|---|--|--|--|--------------------------------------|
| Attended a Jewish day school (Yes=152; No=505) | Attended a Jewish day school (higher) | Attended a Jewish day school (higher) | | | | Did NOT attend a Jewish day school (higher) | Did NOT attend a Jewish day school (higher) | Did NOT attend a Jewish day school (higher) | | |
| Attended or worked at an overnight Jewish camp (Yes=240; No=417) | | Yes (higher) | | | | | | | | |
| Had a Bar/Bat Mitzvah ceremony (Yes=370; No=287) | | | | | | | | | | |
| Raised by two Jewish parents (n=362); NOT raised by two Jewish parent (n=136) | | | | | | | Raised by two Jewish parents (higher) | | | |
| Raised Orthodox or Conservative (Yes=120; No=537) | | | | | | | | Raised Orthodox or Conservative (higher) | | |
| Visited Israel: (Yes=420; No=77) | | | | Visited Israel (higher) | | | | | | |
| # of Jewish background High: 4-6 outcomes (n=244); Low: 1-3 outcomes (n= 199) | High background (higher) | High background (higher) | | | | | | | | |

^aA blank cell means there is no group difference in this outcome area.

Table 23. Background variables that made a difference in outcomes among Participants^a

| | Versed in Moishe House goals and immersed in a peer-based Jewish community | Deepening engagement in Moishe House | Actively participating and promoting Moishe House | Engaging in activities that connect me with Jewish Peers (post-pre change) | Living an active Jewish life (post-pre change) | Jewish identity and connections to Jewish peers (post-pre change) | Engaging in the Jewish community (post-pre change) | Contributing to the Jewish community (post-pre change) | Future- Contributing to the Jewish community | Future- Living an active Jewish life |
|--|--|--------------------------------------|---|--|--|---|--|--|---|--|
| Gender: Male (n= 128); Female (n= 199) ^b | | Females (higher) | | Males (higher) | | Males (higher) | Males (higher) | Males (higher) | | |
| Age: (1) 20-25 year olds (n=215); (2) 26-30 year olds (n=283) ^d | | | | | | | | | | |
| Relationship Status: (1) married or in a serious relationship (n=145); (2) seeing someone (n=92); (3) single (n=259) ^e | Married or in a serious relationship> Single | | | | | | | | Seeing someone > Married or in a serious relationship | |
| Met spouse/partner/date through Moishe House: (1) Yes (n=32); (2) No (n=204) ^f | | | Met through Moishe House (higher) | | | | | | | |
| Number of friends who are Jewish: (1) most or all of their friends are Jewish (n=248); (2) few or half of their friends are Jewish (n=246) ^g | | | | | | Most or all of their friends are Jewish (higher) | | | | Most or all of their friends are Jewish (higher) |
| Length of participation in Moishe House: (1) less than one year (n=245); (2) one year or longer (n=247) ^h | | | | | Less than one year (higher) | | | | | |
| Frequency of participation in Moishe House: (1) less than once a month (n=159); (2) once a month (n=133); (3) twice a month or more (n=195) ⁱ | | | | | | | | | | |
| Visited Israel through a Birthright Israel trip (Yes=420; No=77) ^j | | | | | | | | | | Did NOT visit Israel through a Birthright Israel trip (higher) |

^a A blank cell means there is no significant group difference in this outcome area.

^{b, c, d, e, f, g, h, i,j} The number of respondents included in each comparison analysis varied, depending on how many people responded to a particular question.

Table 24. Relationship between duration and frequency and outcomes (pre/post change) for US participants at the item level^a

| | Length of participation (a) less than 3 months (b) 3-12 months (c) 1-2 years (d) more than 2 years | Frequency of participation (a) less than once a month (b) about once a month (c) about 3 times a month (d) 4times or more a month |
|--|--|---|
| a. I am aware of local opportunities for young Jewish adults to participate in fun and meaningful activities together. | | |
| b. I participate in local activities for young Jewish adults. | | |
| c. I read Jewish books, magazines or newspapers. | | |
| d. I visit Jewish websites or blogs. | | (c) >(a) |
| e. I have a clear understanding of what it means for me to live an active Jewish adult life. | | |
| f. I am interested in living an active Jewish adult life (as I define it). | | (c) >(a) |
| g. I live an active Jewish adult life (as I define it). | | |
| h. I have knowledge and skills related to Jewish traditions and customs. | | |
| i. I celebrate Jewish holidays. | | (b) > (a) (c) > (a) |
| j. I participate in Shabbat dinners. | | |
| k. I have a desire to learn more about Jewish holidays/traditions. | | |
| l. I have a desire to learn more about Jewish history, culture, language, etc. | | |
| m. I feel comfortable identifying myself as Jewish to others. | | |
| n. I am comfortable exploring my own Jewish identity. | | |
| o. I am proud of being Jewish. | | |
| p. I feel connected to my Jewish peers. | | |
| q. I have a strong, supportive group of Jewish friends. | | |
| r. I have like-minded people that I spend time with (Jewish or otherwise). | | |
| s. I feel like I belong to a Jewish community (as I define it). | | |
| t. I participate in local community activities (e.g., volunteering, community service, social action, etc.). | | |
| u. I play a leadership role in community activities. | | |
| v. I know how to get involved in activities or organizations that are of interest to me. | (a) > (c) | |
| w. I feel connected to the Jewish community in my city. | | |
| x. I feel connected to a global Jewish community. | | |
| y. I feel connected to Jewish traditions and customs. | | |
| z. I consider myself a leader in my Jewish community. | | |
| aa. I have the knowledge and skills to organize and motivate others to be involved in Jewish life. | | |
| bb. I organize and motivate others to be involved in Jewish life. | | |
| cc. I volunteer for Jewish causes. | (a) > (b) (a) > (c) (a) > (d) | |
| dd. I contribute money to a Jewish organization or cause. | | |
| ee. I have a place to go for Jewish community. | | |

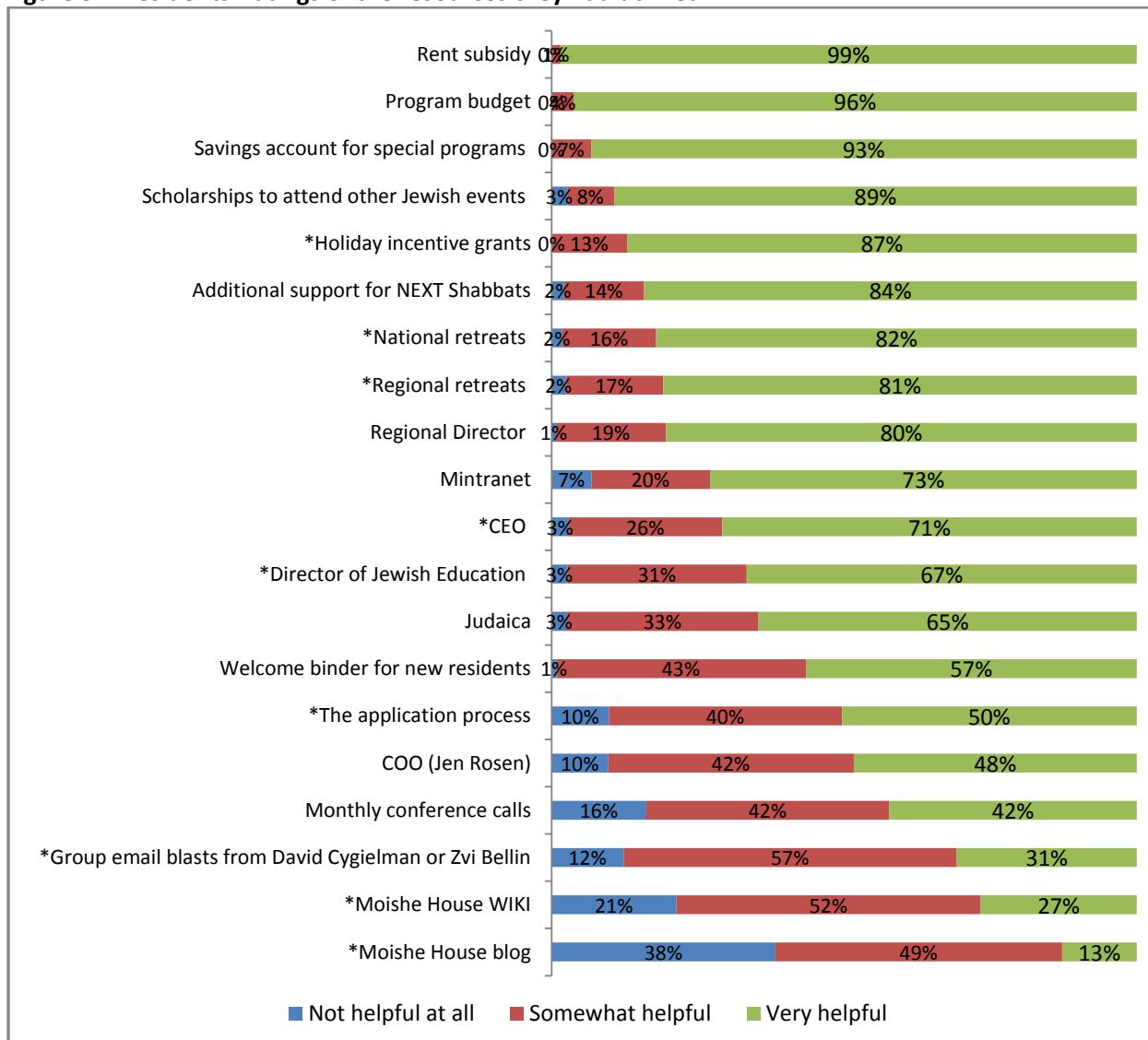
^a A blank cell means there is no significant group difference in this outcome area.

C. Quality of program strategies

(1) Residents' perception of the values of the trainings, resources, and support they received from the national office

Figure 32 shows residents' survey responses to the different types of resources and support provided by the national office. Overall, residents who have received or utilized the resources gave them very favorable ratings. The top five most helpful resources identified by residents were: rent subsidy, program budget, savings account for special programs, scholarships to attend other Jewish events and holiday incentive grants. A regression analysis was conducted to determine which resources and supports are associated with residents' achievement level in each outcome area. The resources and support that showed significant correlations with residents' outcome achievement are marked with a star sign in figure 32. We will discuss the implications of this finding later in this section.

Figure 32. Residents' ratings of the resources they had utilized



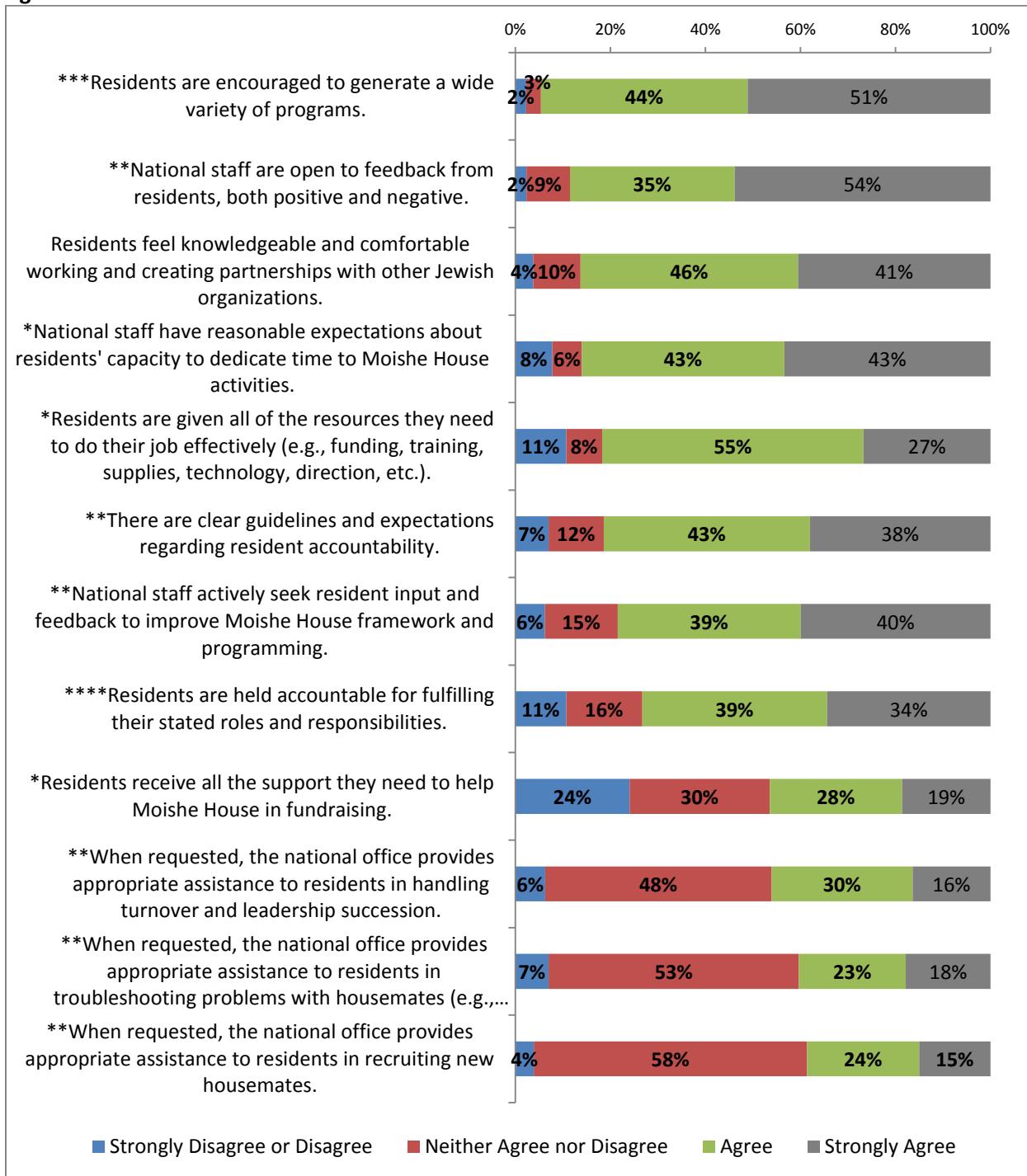
(2) Residents' experiences interacting with the national office and the structure and support they receive to help them run their house effectively.

As shown in figure 33, residents gave favorable ratings to their experience interacting with the national staff. Items that received the highest ratings were:

- Residents are encouraged to generate a wide variety of programs (95% of the residents agreed or strongly agreed with this statement).
- National staff are open to feedback from residents, both positive and negative (88%).
- Residents feel knowledgeable and comfortable working and creating partnerships with other Jewish organizations (86%).
- National staff members have reasonable expectations about residents' capacity to dedicate time to Moishe House activities (86%).
- Residents are given all of the resources they need to do their job effectively (e.g., funding, training, supplies, technology, direction, etc.) (82%).
- There are clear guidelines and expectations regarding resident accountability (81%).

Based on the results from regression analysis, eleven items in this category were significantly associated with residents' outcome achievement. These items are marked with * in figure 33. The number of * indicates the number of outcomes that were significantly associated with this strategy.

Figure 33.



Note: the number of * indicates the number of outcomes significantly associated with this strategy.

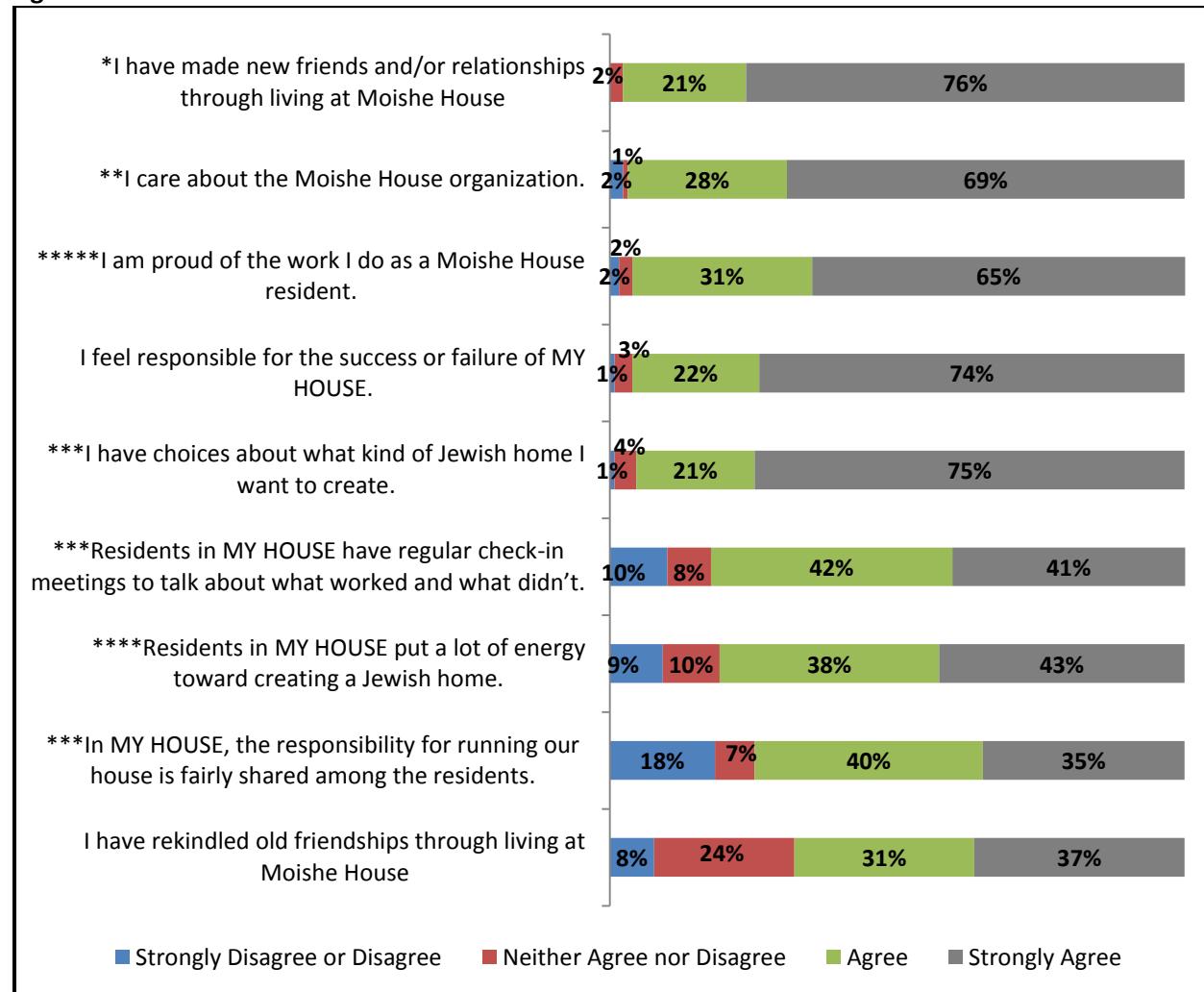
(3) Residents' experience running a Moishe House.

Because each house was set up differently, residents' experiences running individual houses varied. As shown in figure 34, residents showed strong sense of ownership to their house. Specifically, more than 90% of the residents agreed or strongly agreed with these statements:

- I have made new friends and/or relationships through living at Moishe House.
- I care about the Moishe House organization.
- I am proud of the work I do as a Moishe House resident.
- I feel responsible for the success or failure of my house.
- I have choices about what kind of Jewish home I want to create.

Based on the results from regression analysis, seven items in this category were significantly associated with residents' outcome achievement. That is residents who reported to have these experiences running their Moishe House, they were more likely to achieve more positive outcomes. These items are marked with * in figure 34.

Figure 34.



Note: the number of * indicates the number of outcomes significantly associated with this strategy.

(4) Program qualities that made a difference in residents' outcome achievement.

Based on the regression analysis of program quality items in resident survey data, Tables 25-27 summarize the program qualities that showed a significant correlation with residents' outcome achievement. These items are organized into three categories: **(a)** the value and influence of the training, resources, and support provided by the national office; **(b)** residents' experience interacting with the national staff; and **(c)** residents' experiences running a Moishe House. TCC recommends these as "effective practices" that Moishe House needs to continue implementing and monitoring to support residents in achieving the intended outcomes at the highest level.

- (a)** As shown in table 25, when residents received these trainings, resources, and support to help them run their house, they achieved more outcomes. More than 80% of the residents who received the following resources found them very helpful or somewhat helpful: holiday incentive grants, national retreats, regional retreats, Director of Jewish Education, and CEO, the application process, group email blasts. Moishe House blog was rated less helpful compared to other resources. In addition, while the results suggested that participating in the national retreats, regional retreats, and group emails, and Moishe House WIKI contributed to residents' positive outcomes, less than 70% of the residents had the opportunity to utilize these resources. Moishe House can explore ways to make these resources more available to all residents.

Table 25.

| | % of respondents used this resource | % of the resident found this component very helpful or somewhat helpful |
|---|-------------------------------------|---|
| Holiday incentive grants | 87% | 100% |
| National retreats | 42% | 98% |
| Regional retreats | 63% | 98% |
| Director of Jewish Education | 83% | 97% |
| CEO | 77% | 97% |
| The application process | 92% | 90% |
| Group email blasts from David Cygielman or Zvi Bellin | 49% | 88% |
| Moishe House WIKI | 56% | 79% |
| Moishe House blog | 76% | 62% |

Qualitative analysis of resident interviews provided more nuance to residents' experiences with these resources. According to the interview data, residents' outcome achievement had a positive correlation with their experience with these components:

- **Retreats.** Opportunities for peer sharing and learning new ideas from residents from other Houses (most of the interviewees did not distinguish between national and regional retreats, so it is not clear which retreats they were referring to).
- **Positive experience working with the Director of Jewish Education.** (They referred to the previous Education Director, since the current director was fairly new at the time of data collection).
- **Transparent communication of the CEO on Moishe House's growth and financial issues.** One resident said, "David went through the full budget for the national office. I really appreciated that. That gave me a new level of understanding and feeling of being part of a

larger organization.” Another resident echoed this experience, “the directors are very open about the organization, they share everything, including finances, they made us feel like we are part of a bigger whole, part of a big team.”

- **Personal relationship with regional directors.** While in the quantitative analysis of the survey data, this component was not significantly associated with resident outcomes, analysis of the interview data revealed that residents who had developed a personal relationship with their regional director achieved more outcomes. One resident identified the personal support from her regional director as the most valuable resource and described, “[my regional director] knows more about my program than my Hillel, which I have to do monthly report.” Another resident said, “It’s not like taking orders from your boss. It’s personal, a trusting relationship.” According to some residents (n=7), this kind of personal relationship is critical for the national office to ensure program quality while maintaining local autonomy.

- (b) Table 26 presents the important program quality items related to residents’ interactions with national staff and residents’ responses for individual items. The results showed that seven out of the eleven critical program quality items received a positive rating of seventy percent or higher, suggesting that Moishe House is doing a great job in these areas. The four items that received a less positive rating suggested areas for improvement.

Table 26. Residents’ experiences interacting with the national office that made a difference

| The number of * indicates the number of outcomes associated with this strategy. | % of the resident agreed or strongly agreed |
|--|---|
| ***Residents are encouraged to generate a wide variety of programs. | 94.6% |
| **National staff are open to feedback from residents, both positive and negative. | 88.4% |
| *National staff have reasonable expectations about residents’ capacity to dedicate time to Moishe House activities. | 86.0% |
| *Residents are given all of the resources they need to do their job effectively (e.g., funding, training, supplies, technology, direction, etc.). | 81.7% |
| **There are clear guidelines and expectations regarding resident accountability. | 81.4% |
| **National staff actively seek resident input and feedback to improve Moishe House framework and programming. | 78.5% |
| ****Residents are held accountable for fulfilling their stated roles and responsibilities. | 73.3% |
| *Residents receive all the support they need to help Moishe House in fundraising. | 46.5% |
| **When requested, the national office provides appropriate assistance to residents in handling turnover and leadership succession. | 46.1% |
| **When requested, the national office provides appropriate assistance to residents in troubleshooting problems with housemates (e.g., disagreements about responsibilities, illegal activities, etc.). | 40.3% |
| **When requested, the national office provides appropriate assistance to residents in recruiting new housemates. | 38.6% |

Analysis of resident interview data suggested that more than half of the residents (n=16) identified local funding as a critical factor to Moishe House’s sustainability. Several of them expressed enthusiasm and interests in expanding residents’ role to help Moishe House in local fundraising. Recognizing residents’ lack of experience and skills in fundraising, some residents suggested that the national office provide training to help residents build capacity in this area.

- (c) Table 27 presents the important program quality items related to residents' experience running a Moishe House.

Table 27. Residents' experience running a Moishe house that made a difference

| | % of the resident agreed or strongly agreed |
|--|---|
| *I have made new friends and/or relationships through living at Moishe House | 97.7% |
| **I care about the Moishe House organization. | 96.9% |
| *****I am proud of the work I do as a Moishe House resident. | 96.2% |
| ***I have choices about what kind of Jewish home I want to create. | 95.4% |
| ***Residents in MY HOUSE have regular check-in meetings to talk about what worked and what didn't. | 82.5% |
| ****Residents in MY HOUSE put a lot of energy toward creating a Jewish home. | 80.9% |
| ***In MY HOUSE, the responsibility for running our house is fairly shared among the residents. | 74.8% |

In the interviews, residents were asked about how they worked together with other residents in their house. Some residents (n=8) reported having a system of division of labor among their housemates that was based on personality, background, and/or experience. Some residents (n=8) described their house dynamics as communal, based on partnership, being organic, and less structured. A few residents (n=5) reported that their house did not have specific ways to divide responsibilities and expressed the need for guidance from the national office on selecting residents, setting clear expectations and requirements, running effective meetings with housemates, and team building.

D. Organizational capacity

Evaluation data suggested that Moishe House demonstrates effective management at the national level.

Residents interviewed for this evaluation identified the following as indicators of effective management at the national office level.

- Regional directors are responsive and always available when residents have questions or need help.
- National staff stay connected with each house, know what's going on and provide appropriate assistance, but do not get involved in the day-to-day operations of each house.
- National staff respect residents' knowledge and expertise of their local communities and impose few guidelines for local programming.
- Quick reimbursement.
- Small overhead, low bureaucracy.
- Getting funding and raising visibility for Moishe House.

Residents provided the following suggestions for the national office to improve its management capacity.

- Conduct more in-person site visits to build and strengthen relationships with residents.
- Use monthly phone calls not just for monitoring purposes, but as an opportunity to discuss specific topics, brainstorm ideas, and/or provide programmatic feedback.

- Provide more structure and guidelines on resident recruitment, selection, and development.
- Encourage innovation by supporting residents to try new programming ideas.
- Create and provide each house with Moishe House marketing materials.

From the national staff's perspective, building management capacity is largely a function of ensuring that the national office matures in a way that supports organizational growth.

- (4) As the organization grows, it will be important for national staff to be less reactionary and opportunistic and more strategic in the way that they set goals and establish priorities.
- (5) Ensure that the “middle tier” of management at the national office (e.g., COO and Director of Jewish Programming) is adequate to provide internal leadership and support growing programmatic and administrative needs and allows the Executive Director to dedicate sufficient time to other roles (e.g., fund development and board relations).
- (6) Reexamine certain aspects of the Regional Directors’ role.
 - Evaluate the need to redraw regions, if significant growth is anticipated, so that the Regional Director position remains manageable.
 - Reassess the role of the Regional Directors in mediating conflicts at individual houses (including, perhaps, more proactive mechanisms for ensuring awareness).
 - Explore opportunities to automate more aspects of Mintranet so that Regional Directors can allocate more time and energy to substantive issues such as programming and building relationships with individual houses.

IV. Recommendations

In general, the findings from the evaluation paint a very positive picture of both the quality and impact of the Moishe House model as it is currently implemented. It appears that much of what Moishe House is doing is working well. The data does offer some insight about future directions and areas for improvement, however, and we share our recommendations here.

Moishe House should be deliberate in articulating goals for alumni engagement. Resident alumni indicated interest in remaining involved with Moishe House and supporting it, yet they are unclear how to direct this interest. TCC Group recommends that Moishe House articulate its goals for alumni engagement, if this has not done so already, and then consider how to maximize this resource.

Explore opportunities to increase “dosage” while maintaining a balance with the flexible, locally-determined character of the program.

The data show that participants who participate more frequently at Moishe House events are more likely to show substantial growth towards Moishe House’s articulated outcomes for participants. It may be helpful to consider whether there are strategies that could encourage more frequent participation at Moishe House activities among those who currently come to events less often that would be in line with the interests of the residents in the local houses.

Moishe House should consider how to capitalize on the significant number of Moishe House participants that said they would like to live in a Moishe House.

It appears from the data that there is an unmet demand among Moishe House participants, some of whom see themselves as candidates to serve as Moishe House residents. TCC recommends that Moishe House inquire further to determine who these participants are, what aspects of the role appeals to them, and whether or not this interest could be harnessed to expand the breadth and depth of Moishe House’s impact.

Refine and restructure resources to residents to maximize their impact

Moishe House should invest time and national staff attention to analyzing the resources and supports it provides for residents to make adjustments that will maximize effectiveness. A number of the resources evaluated were found to be important and possibly underutilized. TCC suggests that staff dig deeper to find out whether residents were unaware of these resources, were aware but did not find them to be of high quality, or simply did not need them. Further, staff should explore ways in which they might use their expertise from working with multiple houses in different communities to be more proactive in providing guidance or support to residents, in order to support smooth and consistent functioning of Moishe House residences. TCC Group believes that it will be especially important to continue to monitor the role and effectiveness of the regional directors especially as distance and virtual communication strategies become more prevalent as the number of houses (and residents) grows.

Looking towards sustained growth, focus resources on building national capacity

Moishe House's approach to what is called "scaling" is to open additional Moishe Houses in new cities and to add houses to cities where Moishe House is already established. Based on the consistently high levels of outcomes achievement throughout its existing network of houses, TCC believes that the Moishe House model is well positioned to continue to deliver programmatic successes across an expanded network of houses. As it prepares for expansion the opportunity is ripe for Moishe House to invest time and resources in capacity building around its national operations and leadership structure. TCC's assessment is that such an investment will be critical to ensure that Moishe House can accommodate its next stage of sustained growth while maintaining high levels of program quality and strong outcomes.

V. A Note on Directions for Future Research

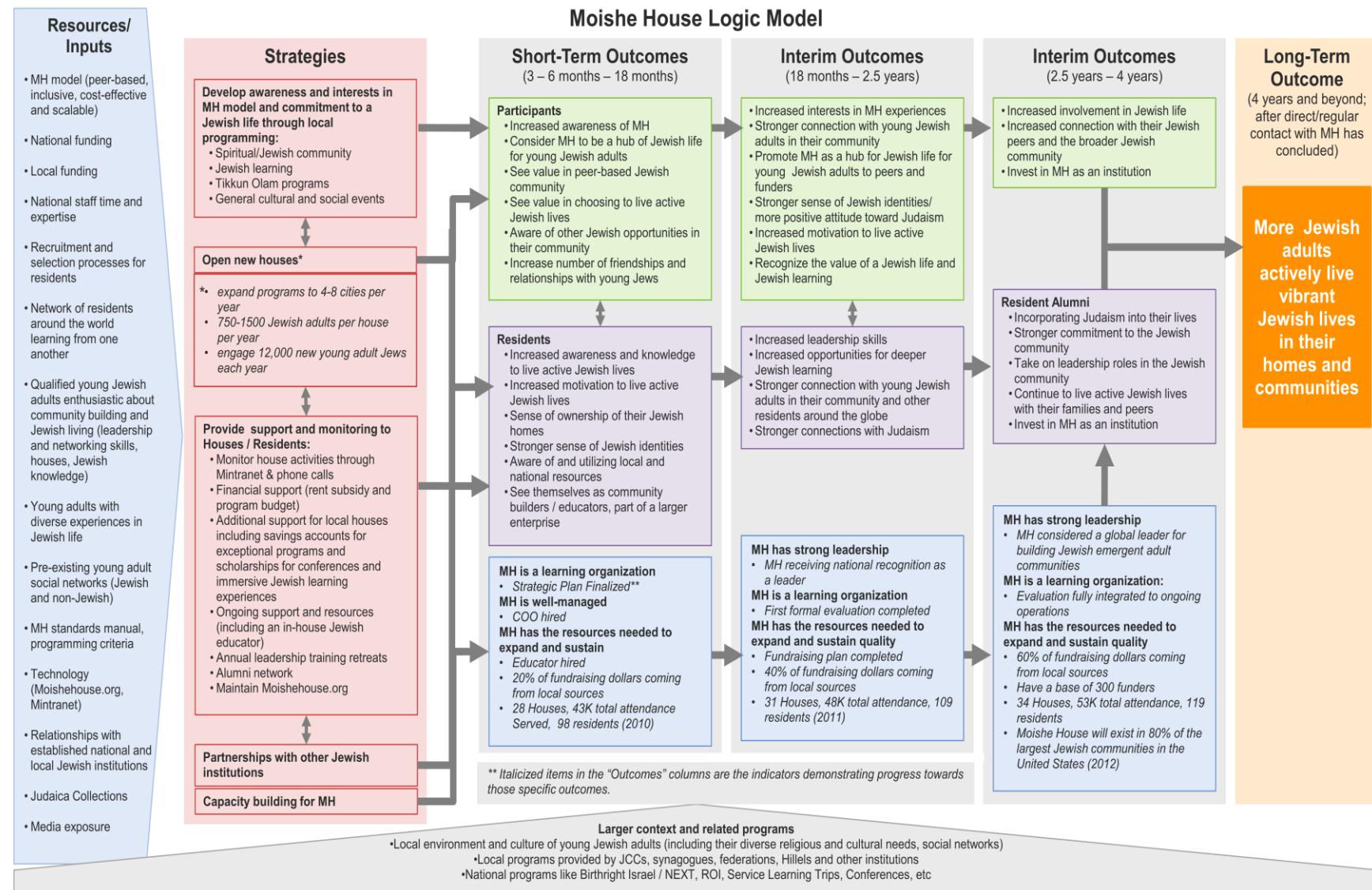
An important question that emerged from this evaluation is related to the characteristics of the young Jewish adults who participated in the Moishe House programs. That is, what type of young Jewish adults is Moishe House attracting? How do they compare to the average young Jewish adults in terms of their Jewish background? Is Moishe House more appealing to young Jewish adults who came from strong Jewish background or those who had relatively low Jewish experience growing up? While this evaluation provided a snapshot of current Moishe House participants, because these questions were beyond the scope of this evaluation, they cannot be addressed by analyses of the current data. TCC provides the following recommendations for future research to address these important questions:

- Conduct a quantitative study of a representative sample of young Jewish Adults in their twenties in the US to explore the backgrounds of typical young Jewish adults and compare them to the Moishe House participant sample. It is important to use the same survey questions for the national young Jewish adult sample and for the Moishe House participant sample to ensure the data are comparable between the two data sets. According to a recent national study of young Jewish adults, developing a nationally representative sample of young Jewish adults is a challenge because (a) Jews are a rare population; and (b) young adults are harder to reach due to their mobility. To address this sampling challenge, the study employed a hybrid-sampling approach, using Taglit-Birthright Israel applicant pool and the Knowledge Networks online research panel to obtain a sample that “resembles the larger American Jewish population of young adults and is large enough to conduct meaningful analysis.”⁸
- Conduct analysis of existing national datasets to explore the backgrounds of typical young Jewish adults in their twenties. For instance, in 2006, the American Jewish Committee commissioned a study on the status of young Jewish adults between age 18 and 39 in the US using multiple national and regional demographic data, including the 2000-2001 National Jewish Population Survey, American Jewish Committees’ Annual Survey of American Jewish Opinion, and community studies conducted by Ukeles Associates.⁹ While this is a less expensive option than collecting primary data, analysis of secondary data presents some methodological challenges, including the differences in questions, measurement units, definition of categories, etc.
- Collect demographic data from Moishe House participants in a systematic way to obtain a fuller picture of the young Jewish adults who are attracted to Moishe House programs. Because each house was in charge of inviting participants to take the survey, TCC did not have sufficient information to determine the response rate for the participant survey and to determine the representativeness of the participant sample in this evaluation.

⁸ Volunteering + Values: A Repair the World Report on Jewish Young Adults, 2011. <http://wereco.org/blog/volunteering-values-a-repair-the-world-report-on-jewish-young-adults/7018>

⁹ Young Jewish Adults in the United States Today.
http://www.jewishdatabank.org/Reports/Young_Jewish_Adults_in_the_US_Today.pdf

Appendix A. Logic Model



Appendix B. Characteristics of residents who participated in the telephone interviews

1. Gender

| | Number of residents | % |
|--------|---------------------|-----|
| Male | 15 | 54% |
| Female | 13 | 46% |

2. Location

| | Number of residents | % |
|---------------|---------------------|-----|
| West coast | 9 | 32% |
| East coast | 13 | 46% |
| International | 2 | 11% |
| Alumni | 4 | 14% |

3. Duration as Moishe House resident (months)

| | Number of residents | % |
|------------------|---------------------|-----|
| 1 - 3 months | 4 | 14% |
| 4 - 12 months | 14 | 50% |
| 13 - 24 months | 5 | 18% |
| 25 - 36 months | 5 | 18% |
| Median duration | 12 months | |
| Average duration | 15 months | |

4. Age

| | Number of residents | % |
|-------------|---------------------|-----|
| 23 | 3 | 11% |
| 24 | 2 | 7% |
| 25 | 6 | 21% |
| 26 | 6 | 21% |
| 27 | 6 | 21% |
| 28 | 3 | 11% |
| 29 | 1 | 4% |
| 31 | 1 | 4% |
| Average age | 26 years old | |

5. Background with Judaism

| | Number of residents with this experience | % |
|---|---|--|
| a. Had a Bar/Bat Mitzvah ceremony | 25 | 89% |
| b. Attended or worked at an overnight camp that had a Shabbat service and/or a Jewish educational program | 16 | 57% |
| c. Visited Israel on a Birthright Israel trip | 19 | 68% |
| d. Visited Israel other than on a Birthright Israel trip | 17 | 61% |
| e. Actively participated in a Jewish youth group.* | 17 | 61% |
| f. Actively participated in Hillel/Jewish fraternity/sorority or other Jewish organization in college | 23 | 82% |
| g. Taken one or more courses on Jewish subjects such as Jewish history, Hebrew or Israel at college | 14 | 50% |
| h. Belong to a synagogue, temple or minyan | 13 | 46% |
| i. Member or active participant of another Jewish organization.** | 17 | 61% |
| *Jewish youth groups include: | | **Jewish organizations include: |
| <ul style="list-style-type: none"> • BBYO (1) • Jewish day school (1) • JFY (1) • NCSY (3) • NFTY (2) • Temple youth group (1) • USY (3) | | <ul style="list-style-type: none"> • Advocacy group-Stand With US • American Jewish Committee • Facebook group • Hadassah • Hillel • Hillel in Moldova • Chabad in Paris, Minyan • JYCC • NHC, JUSJ, TLS • Russian Hillel • St. Louis Israel Connection • Workman circle, Jewish Alliance for Law and Social Action • ZOA, Bet torah V'ahavta |

6. Level of Jewish experience

| # of activities related to Judaism in Q 5 | Number of respondents | % |
|--|------------------------------|----------|
| 2 | 1 | 4 |
| 3 | 4 | 14 |
| 4 | 1 | 4 |
| 5 | 3 | 11 |
| 6 | 8 | 29 |
| 7 | 9 | 32 |
| 8 | 1 | 4 |
| 9 | 1 | 4 |

Appendix C. Outcome factors and items for resident and participant surveys

(A) Resident survey outcome factors and items

1. Engaging in activities that connect me with Jewish Peers

- | |
|---|
| a. I am aware of local opportunities for young Jewish adults to participate in fun and meaningful activities together. |
| b. I participate in local activities for young Jewish adults other than Moishe House events. |
| c. I am aware of national opportunities for young Jewish adults to participate in fun and meaningful activities together. |
| d. I participate in national activities for young Jewish adults. |
| e. I read Jewish books, magazines or newspapers. |
| f. I visit Jewish websites or blogs. |

2. Living an active Jewish Life

- | |
|--|
| g. I have a clear understanding of what it means for me to live an active Jewish adult life. |
| h. I am interested in living an active Jewish adult life (as I define it). |
| i. I live a very active Jewish adult life (as I define it). |
| j. I have knowledge and skills related to Jewish traditions and customs. |
| k. I celebrate Jewish holidays. |
| l. I participate in Shabbat dinners. |
| m. I have a desire to learn more about Jewish holidays/traditions. |
| n. I have a desire to learn more about Jewish history, culture, language, etc. |

3. Jewish Identity and connection with peers

- | |
|--|
| o. I feel comfortable identifying myself as Jewish to others. |
| p. I am proud of being Jewish. |
| q. I feel connected to my Jewish peers. |
| r. I know lots of Jewish people my age. |
| s. I have a strong, supportive group of Jewish friends. |
| t. I have like minded people that I spend time with (Jewish or otherwise). |

4. Engaging in the Jewish Community

- | |
|---|
| u. I feel confident in my overall life choices and path. |
| v. I feel like I belong to a Jewish community (as I define it). |
| w. I participate in local community activities (e.g., volunteering, community service, social action, etc.). |
| x. I play a leadership role in community activities. |
| y. I know how to get involved in activities or organizations that are of interest to me. |
| z. I feel connected to the Jewish community in my city. |
| hh. I feel I am part of a bigger movement, working to achieve a higher cause rather than just doing something for myself. |

5. Contributing to the Jewish Community

- | |
|--|
| aa. I feel connected to a global Jewish community. |
| bb. I feel connected to Jewish traditions and customs. |
| cc. I consider myself a leader in my Jewish community. |
| dd. I have the knowledge and skills to organize and motivate others to be involved in Jewish life. |
| ee. I organize and motivate others to be involved in Jewish life. |
| ff. I volunteer for Jewish causes |

gg. I contribute money to a Jewish organization or cause.

6. Future - Living an active Jewish Life

- b. Celebrating Jewish holidays
- c. Participating in Shabbat dinners regularly
- d. Maintaining Jewish practices in my home
- e. Marrying someone who is Jewish
- f. Raising Jewish children
- g. Celebrating Jewish holidays
- h. Observing Jewish traditions
- i. Being an active participant in my local synagogue
- j. Learning more about Jewish history, culture, language, etc.
- k. Being actively involved in a Jewish community

7. Future - Contributing to the Jewish community

- a. Staying involved with Moishe House
- m. Volunteering for Jewish causes
- n. Contributing money to Moishe House
- o. Contributing money to other Jewish organizations or causes
- p. Seeking leadership roles in activities, organizations, or events in a Jewish community

E. (B) Participant survey outcome factors and items

1. Versed in Moishe House goals and immersed in a peer-based Jewish community

- a. I can clearly describe upcoming or past Moishe House events to individuals who have never heard of this organization.
- b. I can clearly describe Moishe House mission to other individuals who have not heard of it before.
- c. I can clearly describe the uniqueness of Moishe House compared to other young adult programs in my city.
- d. I see Moishe House to be a hub of Jewish life for young Jewish adults in my city.
- e. I frequently share with my friends about my participation at Moishe House.
- g. I like coming to Moishe House largely because it is led by and for young Jewish adults.
- j. I have made new friendships through Moishe House.
- m. I believe that Moishe House is a good model for building Jewish community for young adults.
- o. Through Moishe House I had meaningful Jewish experiences.

2. Deepening engagement in Moishe House

- k. Moishe House is my PRIMARY connection to the Jewish community.
- l. I feel I belong to a GLOBAL Moishe House community because there are Moishe Houses throughout the world.
- n. I would like to find ways to support Moishe House other than my participation in programs.
- p. I would be interested in living in a Moishe House.

3. Actively participating and promoting Moishe House

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|--|
| f. I frequently invite others to Moishe House events. |
| h. I have helped plan and/or lead events for Moishe House. |
| i. I have rekindled old friendships through Moishe House. |

4. Engaging in activities that connect me with Jewish peers

- | |
|--|
| a. I am aware of local opportunities for young Jewish adults to participate in fun and meaningful activities together. |
| b. I participate in local activities for young Jewish adults. |
| c. I read Jewish books, magazines or newspapers. |
| d. I visit Jewish websites or blogs. |

5. Living an active Jewish life

- | |
|--|
| e. I have a clear understanding of what it means for me to live an active Jewish adult life. |
| f. I am interested in living an active Jewish adult life (as I define it). |
| g. I live an active Jewish adult life (as I define it). |
| h. I have knowledge and skills related to Jewish traditions and customs. |
| i. I celebrate Jewish holidays. |
| j. I participate in Shabbat dinners. |
| k. I have a desire to learn more about Jewish holidays/traditions. |
| l. I have a desire to learn more about Jewish history, culture, language, etc. |

6. Jewish identity and connection with peers

- | |
|--|
| m. I feel comfortable identifying myself as Jewish to others. |
| n. I am comfortable exploring my own Jewish identity. |
| o. I am proud of being Jewish. |
| p. I feel connected to my Jewish peers. |
| q. I have a strong, supportive group of Jewish friends. |
| r. I have like-minded people that I spend time with (Jewish or otherwise). |

7. Engaging in the Jewish community

- | |
|--|
| s. I feel like I belong to a Jewish community (as I define it). |
| t. I participate in local community activities (e.g., volunteering, community service, social action, etc.). |
| u. I play a leadership role in community activities. |
| v. I know how to get involved in activities or organizations that are of interest to me. |
| w. I feel connected to the Jewish community in my city. |

8. Contributing to the Jewish community

- | |
|--|
| x. I feel connected to a global Jewish community. |
| y. I feel connected to Jewish traditions and customs. |
| z. I consider myself a leader in my Jewish community. |
| aa. I have the knowledge and skills to organize and motivate others to be involved in Jewish life. |
| bb. I organize and motivate others to be involved in Jewish life. |
| cc. I volunteer for Jewish causes. |
| dd. I contribute money to a Jewish organization or cause. |
| ee. I have a place to go for Jewish community |

9. Future – Living an active Jewish life

- | |
|--|
| b. Celebrating Jewish holidays |
| c. Participating in Shabbat dinners regularly |
| d. Maintaining Jewish practices in my home |
| e. Marrying someone who is Jewish |
| f. Raising Jewish children |
| g. Celebrating Jewish holidays |
| h. Observing Jewish traditions |
| i. Being an active participant in my local synagogue |
| j. Learning more about Jewish history, culture, language, etc. |
| k. Being actively involved in a Jewish community |

10. Future – Contributing to the Jewish community

- | |
|---|
| a. Staying involved with Moishe House |
| m. Volunteering for Jewish causes |
| n. Contributing money to Moishe House |
| o. Contributing money to other Jewish organizations or causes |
| p. Seeking leadership roles in activities, organizations, or events in a Jewish community |