

Shared Measures of Success

Community-Based Jewish Teen Education and Engagement Funder Collaborative

Working Draft - Last Updated September, 2014

Working together as a collaborative partnership of national and local funders interested in Jewish teen education, we seek to accomplish the following objectives over a five to seven year period:

- 1. Dramatically increase the number of teens in targeted geographic areas engaged in Jewish learning during their high school years.** In most Jewish communities, the number of teens who are involved in programming for Jewish teens ranges between 10% and 25% of the local Jewish teen population. Through targeted investment in select Jewish communities, we seek to fund strategies that, by the end 2020, will enable communities to influence the Jewish learning and growth of 40% of their Jewish teens during their high school years.
- 2. Involve Jewish teens who come from diverse Jewish backgrounds.** Most of the teens who currently opt into Jewish involvement have previous Jewish experience from their families, schooling, summer camp, youth group and/or travel to Israel. This funder collaborative seeks to co-invest in strategies that will influence the Jewish learning and growth of teens from a range of backgrounds--those who have not had previous Jewish experiences as well as those who have.
- 3. Provide Jewish teens with experiences that will contribute to their Jewish learning and growth during their high school years.** The field of Jewish social science is becoming increasingly sophisticated at measuring the development of young Jews' knowledge, behaviors, attitudes, and beliefs as indicators for future Jewish involvement. Specifically, this funder collaborative seeks to co-invest in strategies that will:
 - Empower Jewish teens to develop a sense of what being Jewish means to them, why it is important to them, and its relevancy to their everyday lives.
 - Increase Jewish teens' skills and involvement in personal and Jewish communal life such as Shabbat, Jewish holidays, life-cycle events, Israel and cultural activities, volunteer service, and ongoing learning and discussion on Jewish topics.
 - Deepen Jewish teens' connections to their Jewish peers, Jewish adult role models, the Jewish community, and Israel.
 - Increase Jewish teens' interest in continuing to learn, explore and be involved with Jewish life during their college years and beyond.
- 4. Build models for Jewish teen education that are financially sustainable.** This funder collaborative seeks to co-invest in initiatives whose financial plans demonstrate how fundraising or fee-based revenue will be generated as the income from initial startup investments decreases over a five to seven year period. We anticipate that as programs become established, alternative revenue sources might include: fees from participants, fees from partners, individual fundraising, endowments, and a diversified portfolio of foundation grants and/or federation grants. Startup investments will provide appropriate resources to fund the personnel required to develop such revenue streams.

- 5. Establish Jewish teen education and engagement as a priority for local Jewish community leaders and parents.** Appreciating that any new initiatives will only be as strong as the systems that support them, this funder collaborative seeks to influence not only Jewish teens but also the adults who seek to support them. Through our engagement with local communities and the initiatives we fund, we will broaden Jewish communal awareness about the importance of the teen years as a time for identity development, better inform and engage local lay leaders, professional leaders, and parents about strategies to effectively educate and engage teens, and strengthen the networks of institutions that serve Jewish teens.

All interventions in local communities will include ongoing, independent evaluation to assess achievement of these measures of success. This evaluation will examine short term participant learning outcomes after two years of program implementation and long term outcomes after five years.