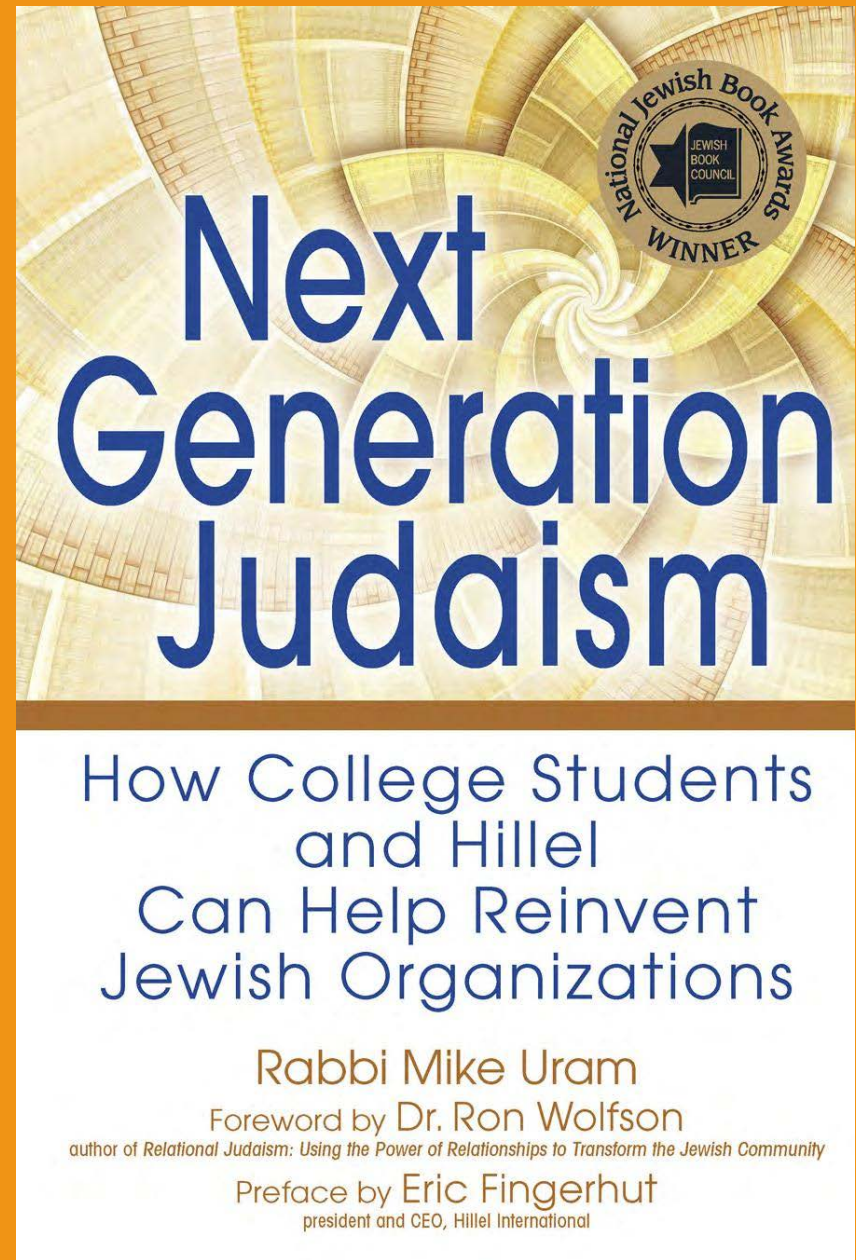


We are more
than one
community

Wexner - Summer 2018



Mini-Quiz #1

2

Jot down some of the labels we use to describe different types of Jews?

For example: Affiliated and unaffiliated

Mini-Quiz #2: What kind of Jew are you?

3

1. Are most or all of your friends Jewish?
2. Do you live in a Jewish neighborhood (25% or more of the public school is Jewish)?
3. Do you seek out Jewish experiences?
4. Do you recognize the following acronyms: JFNA, BDS and AIPAC?
5. Do you affiliate with a Jewish organization?
6. Did your children have a bar or bat mitzvah ceremony?
7. Have you been to Israel?
8. Did you or your children go to Jewish summer camp?

We think we're normal but we're not

4

- 31% of American Jews belong to a synagogue
- 51% of Millennial Jews have only one Jewish parent
- 50% of American Jews have had a bar or bat mitzvah ceremony
- Americans “overwhelmingly think that religious organizations are too concerned with money and power, too focused on rules and too involved in politics.”
- Millennials are the most distrustful generation ever recorded—they don't want mega organizations - they want intimate, customized, challenging and high impact experiences
- 94% of American Jews have positive feelings about Judaism

We are no longer ONE community

5

1. We cannot talk about Jews on a judgmental linear spectrum

1. We need to get rid of some dirty words

- Affiliation
- Involvement
- Attendance
- Program

3. Jewishness doesn't = organizational affiliation

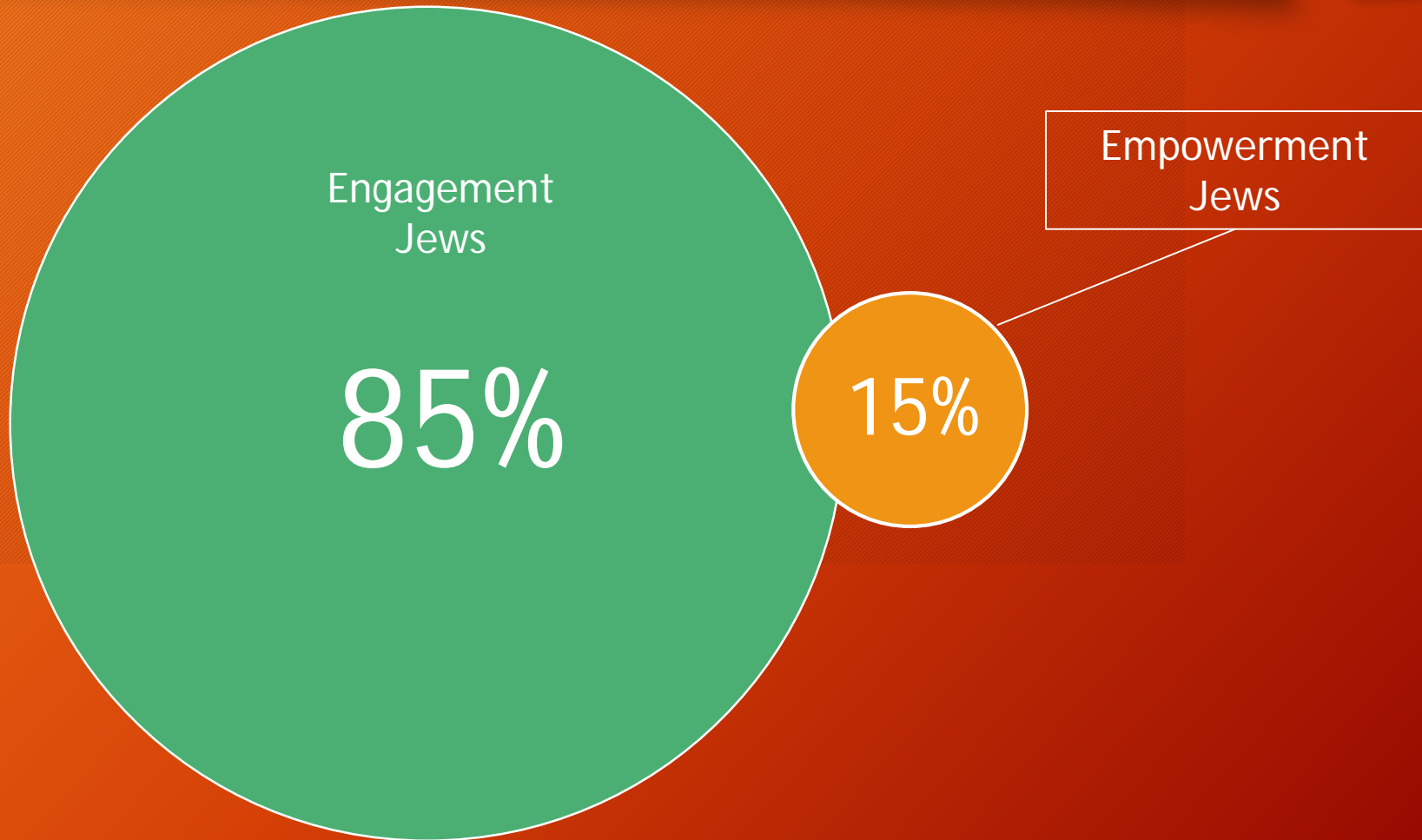
Empowerment vs. Engagement

6

<u>Empowerment Jews</u>	<u>Engagement Jews</u>
→ Spend more time with Jews (friends, work, neighborhood)	→ Spend less time with Jews (friends, work, neighborhood)
→ Seek out organized Jewish life	→ Less interested in organized Jewish life
→ Long Jewish organizational resumes	→ Short Jewish organizational resumes
→ Feel comfortable in formal Jewish settings	→ Feel uncomfortable in formal Jewish settings
→ Show-up b/c they want something	→ Show-up b/c they need something

Engagement Means Possibility

7



Two Jewish Worlds

8

- Just not involved vs uninvolved
- Different Jewish stories
- Different Jewish resumes
- Different language
- Different social networks

Are we spending 85% of our time on 15% of our constituents?

Multiple Jewish Intelligences

9

Multiple Jewish Intelligences = 4 different dichotomies:

Communal	vs	Private
Formal	vs	Improvisational
Ethnic	vs	Universal
Thinking	vs	Feeling

Engagement could be part of the answer

10

Engagement creates a different operating system for Jewish life

Engagement focuses on unlocking the power of social networks to be creators of Jewish life for their peers.

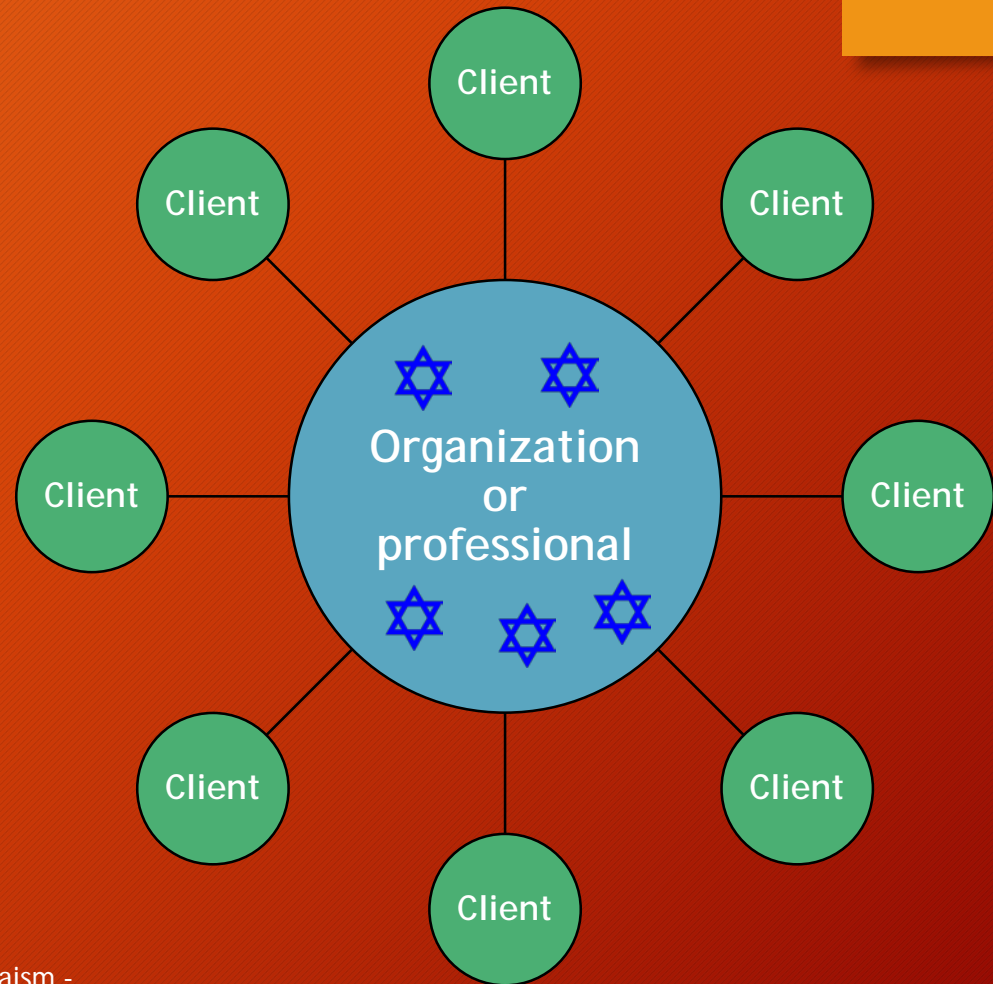
Engagement increases the diversity of Jewish life, it lowers barriers to involvement, and it dramatically expands the number of people having transformative Jewish experiences.

Program Model

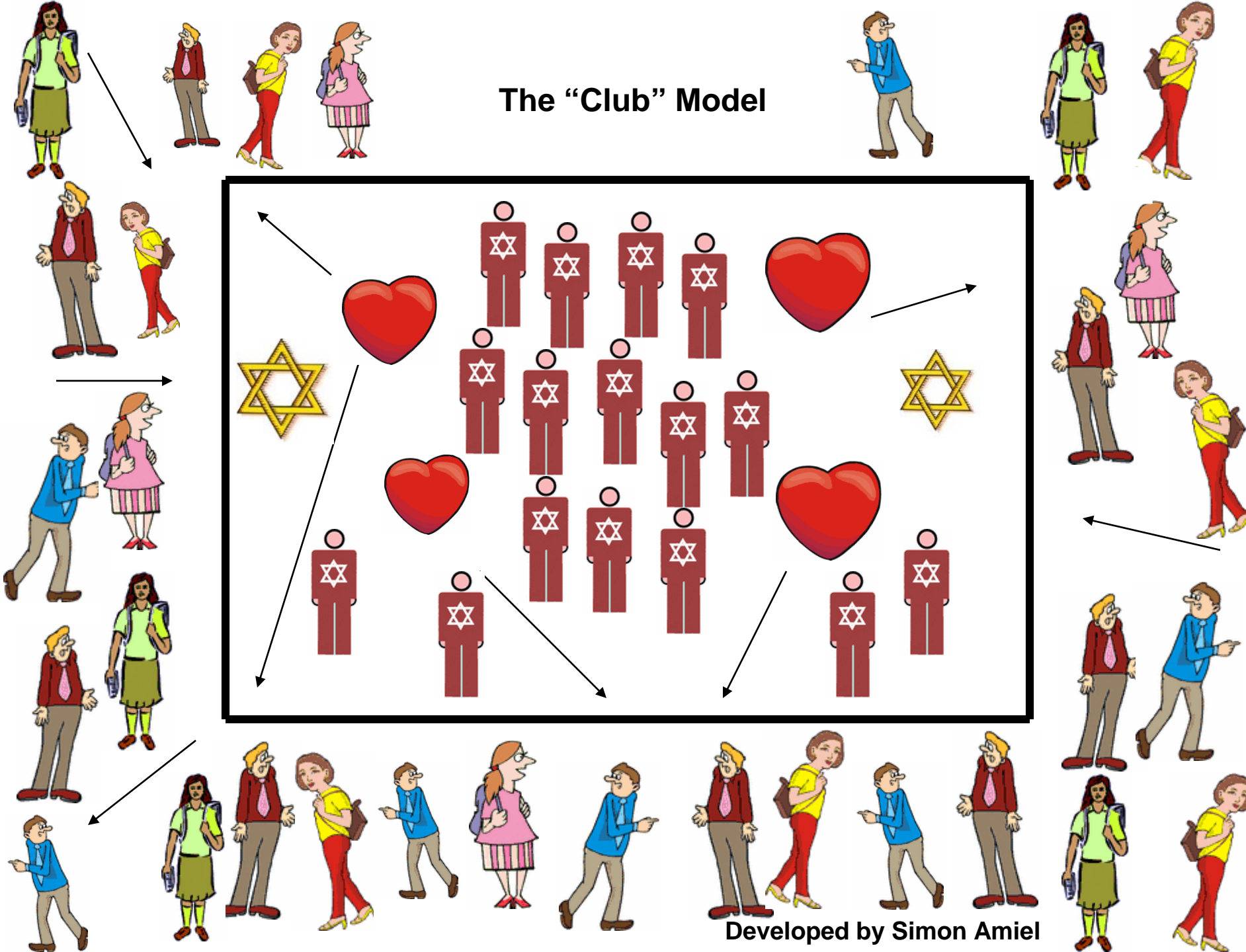
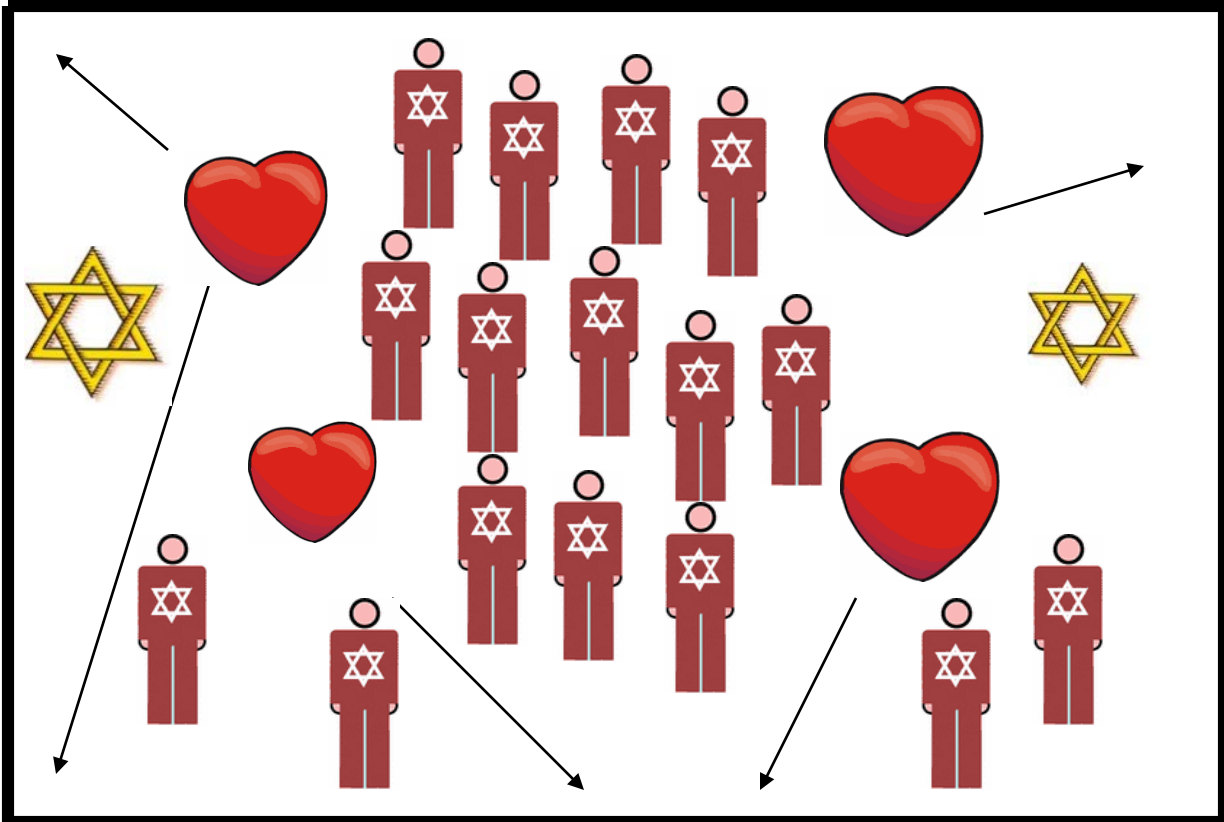
11

Success is measured by...

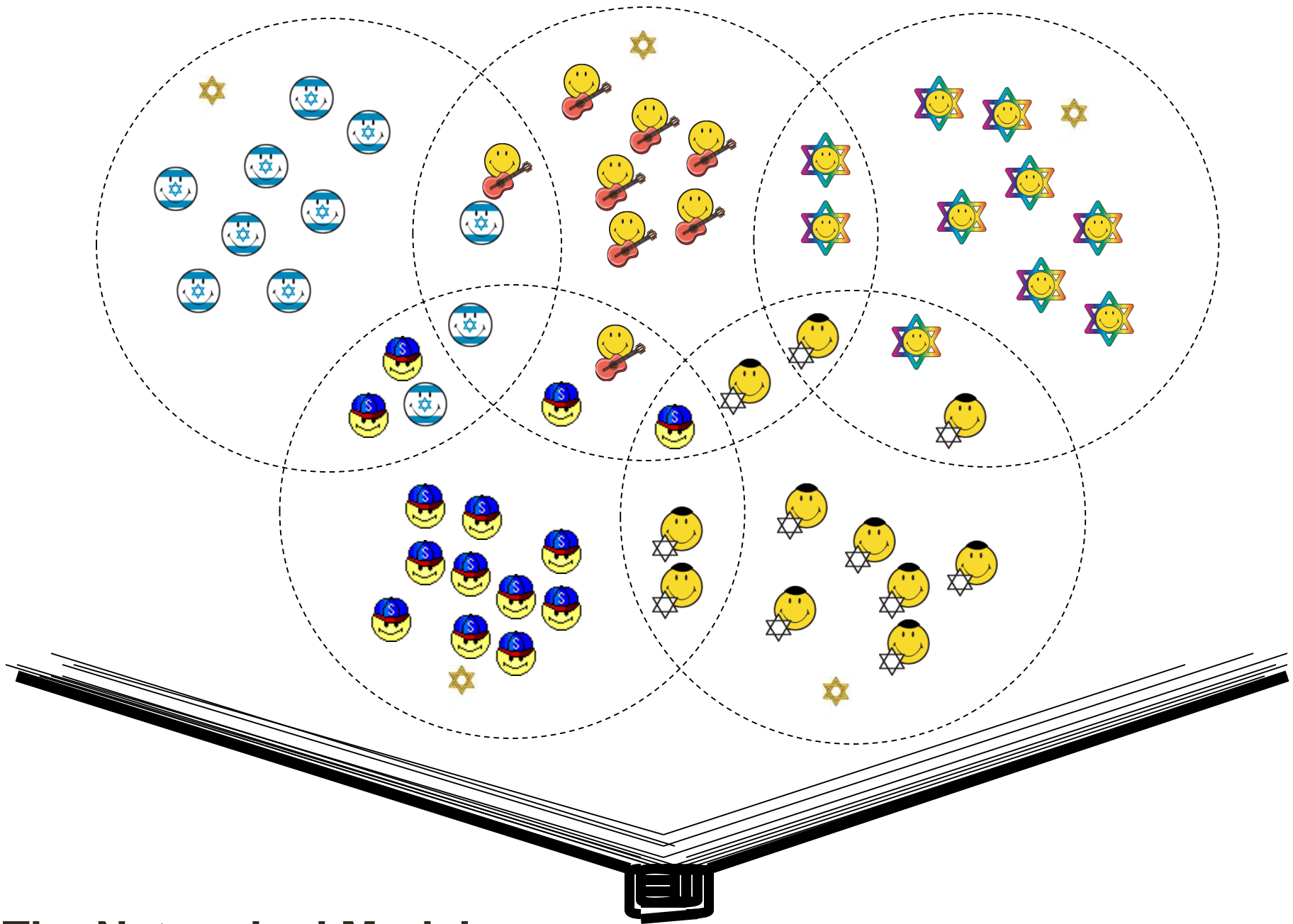
- Number of clients
- Size of organization
- Retention of clients



The "Club" Model



Developed by Simon Amiel



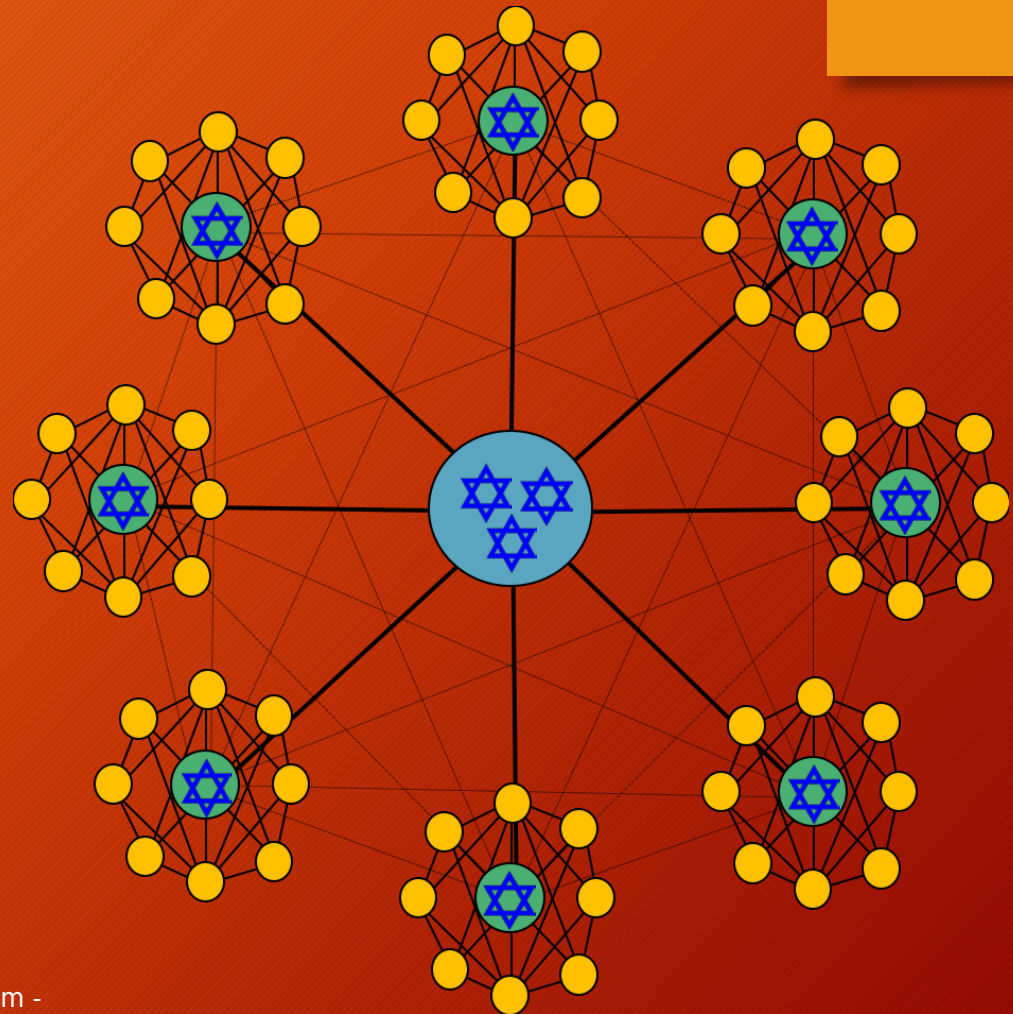
The Networked Model

Engagement Model

14

Success is measured by...

- Transforming clients into creators
- Number of relationships activated
- Connectivity between clusters
- Jewish impact





Passover Paradigm Vs. High Holiday Paradigm

15