





# Youth Engagement – Audit Review St. Louis, MO – Summer 2017

#### CONNECTING OUR COMMUNITY



STRENGTHS / SOURCES OF PRIDE

GAPS IN PROGRAMMING / WISH LISTS

OPPORTUNITIES FOR COLLABORATION

CURRENT ENGAGEMENT NUMBERS (AS SELF REPORTED)



### CONNECTING OUR COMMUNITY



#### Meetings With St. Louis Congregations

Synagogue	Website	Meeting Attendees	
Congregation Shaare Emeth	https://www.sestl.org	Rabbi Jonah Zinn Rabbi James M. Bennett Stacy Jespersen Cantor Seth Warner	
United Hebrew Congregation	http:// www.unitedhebrew.org	Rabbi Roxanne Shapiro & Lee Rosenberg	
Bnot Sherut / Young Israel	https://www.facebook.com/ profile.php? id=100007417215446	Sima Oberlander Ginat Midler	
Temple Emanuel	https://www.testl.org	Subie Banaszynski	
Bnai Amoona	https:// www.bnaiamoona.com/ lifelong-learning/ education-team/	Shelby Cohen Andy Schwebel Avital Ostfield	
Bais Abe	https://www.baisabe.com	Ginat Midler	
CRC	http:// www.centralreform.org	Maxine Weil	

### CONNECTING OUR COMMUNITY

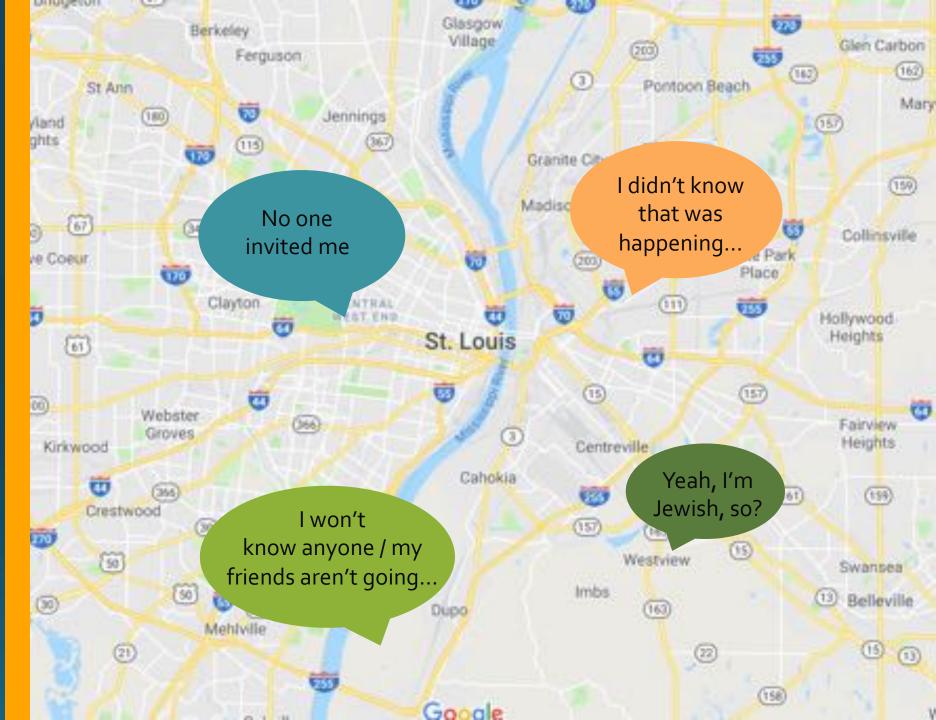


#### **Meetings With St. Louis Agencies**

Synagogue	Website	Meeting Attendees		
Jewish Federation of St. Louis	https://www.jfedstl.org	Emily Bornstein & Andrew Rehfeld		
Jewish Federation of St. Louis	https://www.jfedstl.org	Emily Bornstein & Cyndee Levy		
	nttps://www.jicusti.org	Elliny Bollisteni & Gyndec Levy		
ввуо	http://bbyo.org	Debbie Tozer		
Israeli Scouts/Tzofim	www.israelscouts.org	Yael Treger		
Jewish Student Union	http://jsustl.org	Rabbi Mike Robinsky Sam Zitin		
JCRC	http://jcrcstl.org	Fawn Chapel Rebecca Nathanson		
		Craig Neuman Rabbi Brad Horwitz Simone Picker		
Jewish Community Center	https://jccstl.com	Brad Chotiner		

What Young Adults
Reported Nationally





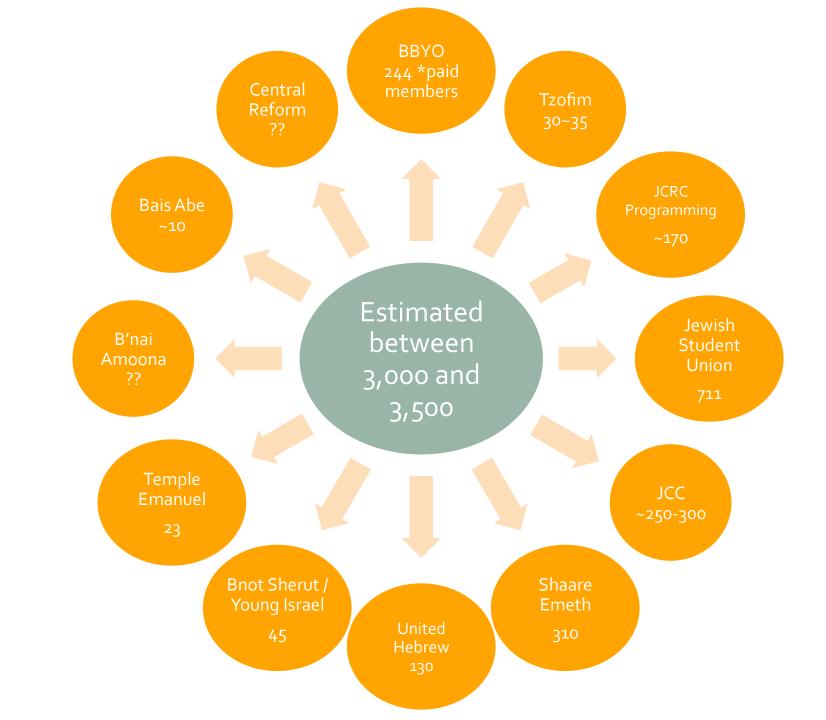
#### CONNECTING OUR COMMUNITY

#### **Community Readiness/Opportunity to Create**

- ▶ St. Louis has the building blocks to establish a robust teen engagement strategy.
- Established and large participatory Jewish population.
- Existing teen offerings from a variety of organizations.
- Committed and engaged "community", willing to set youth engagement and education as a priority.
- ▶ "Need is not a question there is a lack of coordination and collaboration which limits teen outreach and participation"
- ▶ Belief in teen engagement.
- Excitement around communal collaboration.



### CONNECTING OUR COMMUNITY





#### CONNECTING OUR COMMUNITY

#### **Audit Themes - Professionals:**

- 1) There is a diverse and impressive menu of opportunities available for Jewish teens in St. Louis that span movements, formal, informal, travel, volunteerism, peer engagement and more.
- 2) When Federation coordinates meetings or events (like youth council or J-Serve), it lowers barriers of perceived competition. Everyone reported willingness and some successes when collaborating with a central "neutral" convener. However, programmatic follow through and coordination is lacking.
- 3) There is a strong camp presence throughout community with some linked success to year round programming (most significantly through BBYO). Camp staff person with correlating 10 month BBYO advisor position is seen as most significant contributing variable to that connection and success.
- 4) There is a lack of coordinated marketing and awareness of the opportunities that are available throughout community for teens. Most staff in community know what they are offering inhouse and are aware of a handful of other temples and programs. No central calendar.
- 5) Universally among interviewees, there was a strong commitment to and support for Israel. Several programs reflected on their own scholarship funds to incentivize and support travel.
- 6) Several synagogue based programs reported feeling "left out" of funding priorities, despite engaging large numbers of teen members. They reflected on "double counting of **their** members" by centralized teen programs doing engagement work.



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- 1) Teens reported pride in their specific affiliated youth programs (USY, NFTY, BBYO, NCSY and Bnai Akivah) and didn't feel that having multiple options was a deterrent or problem to participation.
- 2) Teens felt most of the hang-ups or barriers to collaboration between youth organizations came from adults setting the rules and priorities, rather than from the teen participants. They reflected that collaborating could and should be easy, but "sometimes, adults wont let us".
- 3) They reflected on a problematically wide gap in the quality control between local events and regional events. "While they have the same name, they are really really different things".
- 4) Teens would like the space to both feel pride in their individual youth groups, as well as the opportunity to work in conjunction / parnership with their friends in other groups.



### CONNECTING OUR COMMUNITY



Strong Temple Youth Groups Robust JCC Program & Connected Camp Wide Spread JSU Engagement in Schools Stand Out
Agency
Programming
(JCRC, Nishma,
Rosh Hodesh,
Tzofim)

Large and Connected BBYO Chapter

<u>Youth Groups:</u> NFTY, NCSY, USY and B'nai Akivah all have significant groups running in association with their respective synagogues and movements. There is a strong investment in professionals to be working with these affiliated membership youth group entry points.

<u>JCC</u>: With two campuses, day camp and overnight camp the JCC is well positioned to be a central and pluralistic leader in the space of teen recruitment and retention.

<u>JSU</u>: Has an incredible track record already of bringing the engagement process to the teens in their public school setting, rather than relying on their temple or organizational affiliation.

<u>Central Agencies:</u> Additionally, there are highly effective program run by JCRC, Mishma, Tzofim and Rosh Hodesh

**BBYO:** Not only is the chapter thriving and large, but it is integrally connected to the JCC's summer camp by virtue of a share staff person, and works collaboratively with temple youth groups.





**Central Questions** 



What's
WORKING to
engage Jewish
teens and
connect
them to
opportunities?

What
BARRIERS
exist when we
try to connect

Jewish teens to programming?

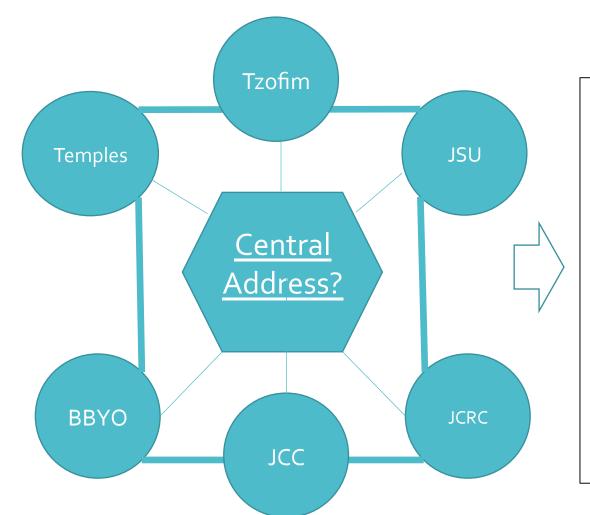
from
our collective
effort to engage
Jewish teens?



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# Community Wide Coordinator / Central Address



- Leverages existing knowledge to adapt a "teen initiative"
- Invests in human resources, training, and operations to position for growth
- Collaborates with peers in setting a broader vision for youth engagement

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# Centralized and Shared Teen Calendar





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### Bringing New Outreach Strategies to St. Louis







Creating A Logic Model / Theory of Change



Key Strategies

Outcomes / Benchmarks



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# Identifying Opportunities For Collaboration, Partnership & Community

Anticipated Establish Baseline	Scale of Investment  Expand Impact	Position for Sustainability	Growth	ct
<u>Year 1</u>	<u>Year 2</u>	Year 3	Year 4	Impact

