

Charles E. Smith Jewish Day School

Hand-Off to Jewish Education • Innovation Grant

This grant will support an eight-week program taught by CESJDS teachers for moms and their new babies that provides information about how to teach Jewish social and ethical values to children. The project will allow these families opportunities to experience the comprehensive, innovative, and meaningful education of Jewish day school.

Proposal

Hand-Off to Jewish Education

Funding

\$20,000

Category

NextGen - Innovation

Program Goals

1. Engage families of young children 0-5 repeatedly and in a meaningful way with CESJDS to experience the value and impact of Jewish education.
2. Increase the percentage of Jewish preschool families enrolling at CESJDS.
3. Increase the energy and excitement around the accessibility and viability of a CESJDS education for families.

Metrics



87 participants and/or households (increase year on year of 10%)

Q1: 42 families have participated in planned programs

Q2: 39 families have participated in planned programs

11

repeat students/retention

Q2: 6 students have come to multiple events



Program will be evaluated to look for further sharing of the benefits of participation and of attending the school

Q1: 8 families completed post-event survey with a 63 net promoter score

22

newly-enrolled students across the region (as a result of program)

Q1&2: 18 students have applied to CESJDS after attending one or more events

44

leads generated

Q1&2: 40 prospective families, 18 applications, 2 inquiries for a total of 60 leads

