

Jewish Graduate Student Initiative

2019 Impact Survey Results

October 2019

MISSION
MEASUREMENT

99% of JGSI Participants Reported Increased or Preserved Jewish Identity, Religious Participation and Pride

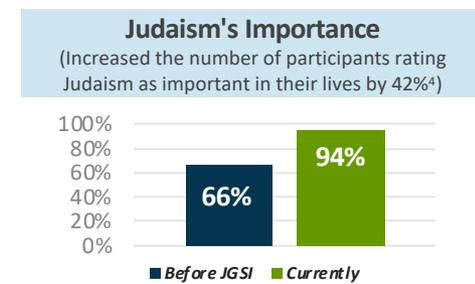
JGSI's Impact Survey of 274 current and past participants reported that as a result of involvement in JGSI, there was improvement in all five priority outcomes.

>99% of Participants¹ Preserved or Increased...



Other Notable Findings from JGSI Participants

- For 60% of Participants, JGSI was the only Jewish Organization they Engaged with in Grad School
- For 82% of Participants, JGSI Fostered a Connection with Jews Outside their Community



1. Based on the number of respondents who selected "Significantly Increased", "Increased", or "Preserved/Maintained", averaged across all questions related to an outcome
 2. Based on the number of respondents who selected "Significantly Increased" or "Increased" for each outcome
 3. It increased from 24% pre-JGSI to 35% post-JGSI
 4. Based on the number of individuals to select very or somewhat important; it increased from 66% pre-JGSI to 94% post-JGSI

JGSI Participants Demonstrated Dramatic Impact Compared to the Pew Baseline for Ages 18 - 29

Pew's 2013 Portrait of Jewish Americans is the most recent comprehensive window into Jewish Americans. By comparing the Pew and JGSI data, we can better contextualize JGSI's impact.

How Important is Being Jewish in your Life

		Very Important
PEW Data, 2013	Net Jewish Population	46%
	Ages 18 - 29	33%
JGSI Data, 2019	Pre-JGSI	35%
	Post-JGSI	64%

FINDINGS

Pre-JGSI: JGSI participants at SAME LEVEL as Pew national participants ages 18 - 29

Post-JGSI: JGSI participants NEARLY TWICE as likely as Pew national participants ages 18 – 29 to rate being Jewish as very important in their lives

Member of a Synagogue

		Member of a Synagogue
PEW Data, 2013	Net Jewish Population	31%
	Ages 18 - 29	24%
JGSI Data, 2019	Pre-JGSI	24%
	Post-JGSI	35%

FINDINGS

Pre-JGSI: JGSI participants at SAME LEVEL as Pew national participants ages 18 - 29

Post-JGSI: JGSI participants NEARLY 50% More likely than Pew national participants ages 18 – 29 to be a member of a synagogue

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Survey Methodology & Participants

Survey Methodology

*In order to determine JGSI's impact on current and past participants, Mission Measurement laid out **two main research questions**:*

- What is the **baseline level** of JGSI participants' Jewish engagement/identity?
- How has **involvement in JGSI** impacted Jewish pride, participation, traditions, civic engagement, and Israel engagement for participants?

Methodology & Assumptions

- The survey was administered in July – August 2019 and was completed by 274 individuals
- The design and methodology is similar to surveys MM has administered for other clients including the Tim Horton Children's Foundation, the Surge Institute, and Autodesk
- Given the well-documented drop in Jewish identity, pride, and engagement between university and starting a family, JGSI's ability to preserve the level of Jewish identity, pride, and engagement is considered a success
- Given the response rate, the assumption of 5,600 participants in JGSI programming, and the assumption that the sample is representative of the population, there is a 6% margin of error at the 95% confidence level
- For the Detailed Findings section, the statistics reported for *% who Preserved or Increased* include the individuals who selected Significantly Increased, Increased, or Preserved/maintained. Statistics reported for *% who Increased* include the individuals who selected Significantly Increased or Increased.

Who Took the Survey

274 individuals completed the 2019 Impact Survey. The sample included about a quarter current grad students and three quarters alumnus / young professionals.

Age

22 – 26 years old	22.1%
27 – 32 years old	39.7%
Over 32 years old	38.2%

Gender

Female	37.5%
Male	62.5%

Current Status

Current Graduate Student	24.5%
Alumnus	49.1%
Young Professional	25.3%
Other	1.1%

Relationship Status

Single	35.9%
In a Relationship	32.4%
Married	30.9%
Divorced	0.8%

Religious Practice

Orthodox	8.9%
Conservative	27.9%
Reform	31.8%
Reconstructionist	0.8%
Secular	17.8%
Completely Unaffiliated	7.4%
Other	5.4%

First JGSI Interaction

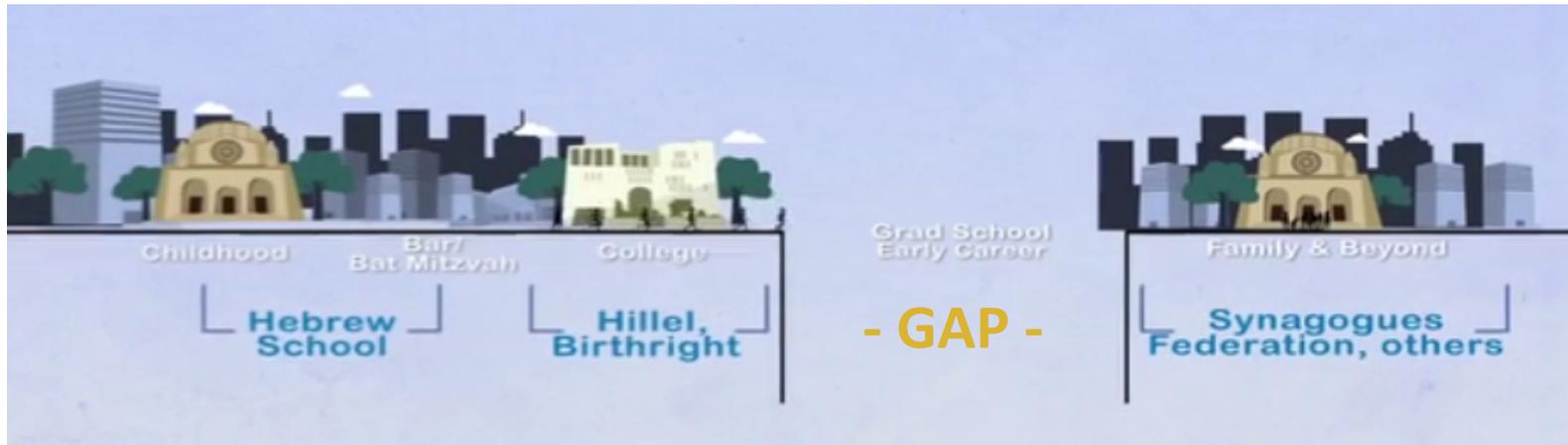
2019	3.4%
2018	18.4%
2017	18.4%
2016	11.6%
2015	9%
2014	6.4%
2013	7.9%
2012	4.5%
2011	6.4%
2010 and earlier	14.2%



Background

JGSI Programming Helps Bridge a Critical Gap for Young Jews Throughout Graduate School

Research shows that that **younger Jews (18 - 29) are less religious, less connected to Synagogues, and view their Jewish identity as less important than the Jewish community at large.**¹ The Jewish Graduate Student Initiative (JGSI) provides programming, events, mentorship and community to **help bridge a critical gap for young Jews in their identity, connection, and engagement to the Jewish community.**



- JGSI's program currently reach 5,600 students annually nationwide
- Based in Los Angeles, JGSI currently serves graduate students at more than 65 campuses including UCLA, USC, Stanford, NYU, Columbia, Penn, and the University of Chicago

1. The research includes findings from the 2013 Pew Research Center's Portrait of Jewish Americans

Detailed Findings

Detailed Findings: Ethnic or Religious Pride

Outcome Definition:

- Developed a strong sense of identity (e.g., with cultural / ethnic values, concepts, and traditions)
- Demonstrated increased pride about belonging to an ethnic / religious community

JGSI's Impact:

	% who Preserved or Increased ¹	% who Increased ²
• Jewish pride	100%	61%
• Jewish self-expression or identity	99%	59%
• Interest in raising your children Jewish	99%	51%
<i>Average</i>	99%	57%

Context:

- While JGSI participants reported the biggest increase around Jewish pride, the biggest accomplishment may be the increased interest in raising children Jewish, given the importance of upbringing to self-identity

Top Finding

61% of participants increased their **Jewish Pride** thanks to JGSI

51% of participants increased their interest in **raising children Jewish**

Participants' Perspective

"I became more connected to the community. Marrying a Jewish person became more important because I want to raise my kids Jewish."

"A year ago JGSI was my one and only tiny little thread connecting me to my Judaism. Today it is a strong battle rope I'm holding on to with both of my hands and my heart!"

1. Based on the number of respondents who selected "Significantly Increased", "Increased", or "Preserved/Maintained"

2. Based on the number of respondents who selected "Significantly Increased" or "Increased"

Detailed Findings: Active Religious Participation

Outcome Definition:

- Demonstrated increased public and private participation in ethnic / religious activities (e.g., temple attendance, prayer, etc.)
- Become an active participant of an ethnic / religious community
- Developed an advanced capacity (skills, knowledge, and language) to actively engage in ethnic / cultural activities

JGSI's Impact:

	% who Preserved or Increased ¹	% who Increased ²
• Interest in attending/hosting Jewish religious celebrations with friends/family	99%	59%
• Interest in learning more about Judaism	99%	59%
• Attendance at Jewish cultural or religious events	99%	53%
• Interest in reading or studying about Judaism	99%	53%
Average	99%	56%

Context:

- JGSI's success in increasing interest in as well as attendance at Jewish events is notable given the important role that these celebrations play in reconnecting individuals to Judaism and the broader Jewish community

1. Based on the number of respondents who selected "Significantly Increased", "Increased", or "Preserved/Maintained"

2. Based on the number of respondents who selected "Significantly Increased" or "Increased"

Top Finding

59% of participants increased their interest in **attending / hosting Jewish religious celebrations** thanks to JGSI

53% of participants **increased attendance** at Jewish cultural or religious events

Participants' Perspective

"Helped me explore my Jewish roots more deeply and form a more concrete conclusion as to the role I want Judaism to play in my life going forward."

"I know I have an organization, as well as Rabbis, that I can turn to during high holidays or in times of need. Being able to attend a Shabbat service after the Tree of Life shooting was very significant and comforting."

Detailed Findings: Cultural Traditions & Heritage

Outcome Definition:

- Preserved traditional practices from the past for future generations in an ethnic / religious group (e.g., holidays, ceremonies, etc.)
- Established a network of positive, inter-generational connections among members of an ethnic / religious community (e.g., friendships, mentorships, educators, etc.)
- Developed a strong sense of connection to an ethnic / religious community, instilling a desire and commitment to actively participate in an ethnic / religious group

JGSI's Impact:

	% who Preserved or Increased ¹	% who Increased ²
• Jewish social circle	99%	69%
• Connection to the Jewish people / Judaism	99%	68%
• Interest in being part of a Jewish community	99%	68%
• Role in the Jewish community	99%	61%
• Interest in connecting with a Rabbi or other mentor	99%	61%
• Interest in observing Jewish customs	99%	52%
Average	99%	63%

Context:

- Given the importance of building a new generation of Jewish leaders, the most notable impact here is likely the increased role that JGSI participants are playing in the Jewish community, which is a steppingstone to leadership

1. Based on the number of respondents who selected "Significantly Increased", "Increased", or "Preserved/Maintained"

2. Based on the number of respondents who selected "Significantly Increased" or "Increased"

Top Finding

68% of participants increased their **connection to the Jewish people / Judaism** thanks to JGSI

61% of participants **increased their role in the Jewish community**

Participants' Perspective

"[JGSI] gave us the only Jewish life we had in grad school"

"Reconnected me to the Jewish community - I had not been a part of a Jewish "youth group" (for lack of better words) since high school and it was nice to have that again."

Detailed Findings: Civic Engagement

Outcome Definition:

- Actively volunteered in community/extracurricular organization(s) to bring about social change
- Developed his/her awareness or understanding of civic responsibility

JGSI's Impact:

	% who Preserved or Increased ¹	% who Increased ²
• Interest in donating to Jewish nonprofits	99%	56%
• Interest in volunteering for Jewish nonprofits	99%	53%
• Interest in leading a moral / ethical life because of Jewish principles	99%	52%
• Interest in working for social justice / Tikkun Olam	99%	42%
<i>Average</i>	99%	51%

Context:

- Given the importance of younger Jews taking over the mantle of supporting Jewish causes, it's encouraging to see that JGSI participants have increased their interest in donating to and volunteering with Jewish nonprofits (especially given that 75% of participants reported a low-level of involvement with Jewish nonprofits pre-JGSI)

Top Finding

56% of participants increased their interest in **donating to Jewish nonprofits** thanks to JGSI

Participants' Perspective

"Connecting with Jews in the community outside of my normal circle and providing me ways to give back to the community systematically."

"I am excited for the future and look forward to becoming more and more involved in the Jewish community, be it as a member of a local synagogue or as part of a Jewish nonprofit."

1. Based on the number of respondents who selected "Significantly Increased", "Increased", or "Preserved/Maintained"

2. Based on the number of respondents who selected "Significantly Increased" or "Increased"

Detailed Findings: Israel Engagement

Outcome Definition:

- Increased connection to the People and/or State of Israel.
- Increased connection to Israel's culture, history and/or knowledge of the ongoing Arab-Israeli conflict.
- Increased activity and/or interest associated with the People and/or State of Israel.
- Increased preparedness to advocate on behalf of Israel.

JGSI's Impact:

	% who Preserved or Increased ¹	% who Increased ²
• Level of comfort in speaking openly about Israel	99%	54%
• Interest in learning more about Israel	99%	45%
• Connection to Israel	99%	41%
• Interest in caring about Israel	99%	41%
<i>Average</i>	99%	45%

Context:

- Given that JGSI's programming does not include a trip to Israel, it is impressive that 41% of participants increased their connection to Israel

Top Finding

41% of participants increased their connection to Israel thanks to JGSI

Participants' Perspective

"Has connected me to other like-minded Jews and kept me in touch. Has also given me an appreciation for Israel and being a Jew a didn't have before."

"JGSI was a catalyst for me to want a larger Jewish community, as well as to date Jewish. Further, it pushed me to take a trip to Israel."

1. Based on the number of respondents who selected "Significantly Increased", "Increased", or "Preserved/Maintained"

2. Based on the number of respondents who selected "Significantly Increased" or "Increased"

Additional Findings

- For 60% of participants, **JGSI was the only Jewish organization they were involved with** in Grad School
- 82% of participants reported that JGSI was a **catalyst in connecting them with other Jews** from outside their community
- The majority of participants came to one of **four JGSI events for their first time**; JLSA/JBSA events, one-on-one meeting with Rabbi Sorani and Rabbi Rosenberg, Shabbat dinners, and Dinner 4 Eight
- **42.5% of participants attended JGSI events weekly or monthly** (57.5% of participants attended JGSI events several times a year or rarely)



Outcome Definitions

JGSI Priority Outcomes

Mission Measurement included a definition for each outcome to help determine when the outcome has been achieved.

Outcome	Definition
Ethnic or Religious Pride	This outcome is satisfied if an individual has achieved the following within the past year: <ul style="list-style-type: none"> • <i>Developed a strong sense of identity (e.g., with cultural / ethnic values, concepts, and traditions)</i> • <i>Demonstrated increased pride about belonging to an ethnic / religious community</i>
Active Participation	This outcome is satisfied if a program has achieved the following within the last year: <ul style="list-style-type: none"> • <i>Demonstrated increased public and private participation in ethnic / religious activities (e.g., temple attendance, prayer, etc.)</i> • <i>Become an active participant of an ethnic / religious community</i> • <i>Developed an advanced capacity (skills, knowledge, and language) to actively engage in ethnic / cultural activities</i>
Cultural Traditions & Heritage	This outcomes is satisfied if a community has achieved the following within the last year: <ul style="list-style-type: none"> • <i>Preserved traditional practices from the past for future generations in an ethnic / religious group (e.g., holidays, ceremonies, etc.)</i> • <i>Established a network of positive, inter-generational connections among members of an ethnic / religious community (e.g., friendships, mentorships, educators, etc.)</i> • <i>Developed a strong sense of connection to an ethnic / religious community, instilling a desire and commitment to actively participate in an ethnic / religious group</i>
Civic Engagement	This outcome is satisfied if an individual has achieved at least one of the following within the past year: <ul style="list-style-type: none"> • <i>Actively volunteered in community/extracurricular organization(s) to bring about social change</i> • <i>Developed his/her awareness or understanding of civic responsibility</i>
Israel Connection	This outcome is satisfied if an individual has achieved one of the following: <ul style="list-style-type: none"> • <i>Increased connection to the People and/or State of Israel.</i> • <i>Increased connection to Israel’s culture, history and/or knowledge of the ongoing Arab-Israeli conflict.</i> • <i>Increased activity and/or interest associated with the People and/or State of Israel.</i> • <i>Increased preparedness to advocate on behalf of Israel.</i>



Further Data Analysis

Alumnus vs. Current Students

Data Analysis

Question	Response(s)	Current Grad Students (n=67)	Alumnus or Young Professionals (n=203)
Jewish Pride	Preserved or Increased	96%	96%
	Increased	48%	62%
Interest in Raising my Children Jewish	Preserved or Increased	96%	95%
	Increased	33%	54%
Currently, how important is Judaism in your life	Very / Somewhat Important	91%	91%
	Very Important	66%	60%
Interest in donating to Jewish Nonprofits	Preserved or Increased	93%	94%
	Increased	36%	59%
Active member of a synagogue	Prior - Yes	43%	17%
	Post - Yes	34%	32%
Interest in connecting with a Rabbi or other Jewish religious mentor	Preserved or Increased	94%	95%
	Increased	43%	63%
Interest in caring about Israel	Preserved or Increased	96%	95%
	Increased	24%	44%
Attendance at Jewish cultural or religious events	Preserved or Increased	96%	94%
	Increased	39%	55%

Level of Engagement

Data Analysis

Question	Response(s)	Weekly/Monthly (n=86)	Less Frequent (n=116)
Jewish Pride	Preserved or Increased	95%	98%
	Increased	77%	46%
Interest in Raising my Children Jewish	Preserved or Increased	95%	98%
	Increased	63%	36%
Currently, how important is Judaism in your life	Very / Somewhat Important	94%	91%
	Very Important	64%	57%
Interest in donating to Jewish Nonprofits	Preserved or Increased	94%	97%
	Increased	72%	37%
Active member of a synagogue	Prior - Yes	20%	28%
	Post - Yes	33%	28%
Interest in connecting with a Rabbi or other Jewish religious mentor	Preserved or Increased	91%	70%
	Increased	77%	72%
Interest in caring about Israel	Preserved or Increased	95%	98%
	Increased	53%	23%
Attendance at Jewish cultural or religious events	Preserved or Increased	95%	98%
	Increased	66%	41%

Participation in JGSI Programming

Data Analysis

JGSI Activities	Current Grad Students (n=67)	Alumnus (n=134)
Dinner 4 Eight	12%	49%
Coffee with Rabbi Sorani or Rabbi Rosenberg	55%	59%
Shabbat Dinners	66%	69%
Ethics & Leadership Fellowship	30%	27%
Israel Trips	6%	23%
Jewish Executive Leadership Conference	22%	54%
JGSI Mixers (Such as JEL Connect)	28%	62%
Lunch & Learns	33%	49%
Campus Speakers	49%	46%
JSLA or JBSA events	58%	58%
Selah events	7%	6%
Jewish Holidays	22%	42%

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