



## ENROLLMENT AND SCHOOL MARKETING

### GOALS

- to increase enrollment in day schools by attracting students who are currently receiving no Jewish education
- to remove financial barriers preventing parents from enrolling children in day schools
- to create a central low cost resource for schools to receive marketing tools and coaching
- to advocate on behalf of day schools toward increased funding from local resources
- to unify communal efforts to enlist more children in day schools

For more information about the Enrollment and Marketing Division please contact Rabbi Hillel Adler at [hadler@cojds.org](mailto:hadler@cojds.org)

### . . . WHAT'S NEW FOR 2021 . . .

*The CoJDS scholarship program continues to expand on both the national and the local levels. The strategy is to enable families who are on the fence between public school and day school to choose Jewish education for their children. Using targeted funds, the schools are able to leverage an agreement with the parents to make enrollment possible.*

*Thanks to a grant from the “Gloria Kaylie’s Kids are our Future Scholarship”, CoJDS was able to enroll over 50 children in day schools throughout the US. The gap in the tuition bridge filled by these scholarships provides much-needed revenue for the schools and provides the means to give children a Jewish education.*

*CoJDS expanded the national model to operate on the local level. In cooperation with the [Jewish Federation of Portland](#), CoJDS was instrumental in orchestrating the establishment of the [Helen and Jerry Stern Grandchildren’s fund of the OJCF](#) in Portland, OR. Modeled after the CoJDS national scholarship program, the fund helped to enroll 18 additional children in the three Portland Jewish day schools; [Maayan Torah Day School](#), [Maimonides Jewish Day School of Portland](#), and [Portland Jewish Academy](#). The contribution by the Stern Grandchildren’s fund increased 19% for the 2021-22 school year.*

## SCHOOLS THAT HAVE RECEIVED BRIDGE SCHOLARSHIPS

### TARGETED SCHOLARSHIPS ARE GIVEN TO HELP FAMILIES AT RISK OF CHOOSING PUBLIC SCHOOL OVER JEWISH DAY SCHOOLS

**Hasten Hebrew Academy of Indianapolis,**  
*Indianapolis, IN*

**Halpern Akiva Academy,** *Calgary, AB*

**Jewish Day School of the Lehigh Valley,**  
*Allentown, NJ*

**Lubavitcher Yeshiva Academy,**  
*Longmeadow, MA*

**Slater Torah Academy,** *New Orleans, LA*

**B'nai Shalom Day School,** *Greensboro, NC*

**Robert M. Beren Academy,** *Houston, TX*

**Maayan Torah Day School,** *Portland, OR*

**Maimonides Jewish Day School,** *Portland, OR*

**Portland Jewish Academy,** *Portland, OR*

**Addlestone Hebrew Academy,** *Charleston, SC*

**Torah Academy of Jacksonville,** *Jacksonville, FL*

**Desert Torah Academy,** *Las Vegas, NV*

**Yeshiva Day School of Las Vegas,** *Henderson, NV*

**Hillel Community Day School,** *Rochester, NY*

**The Silver Academy,** *Harrisburg, PA*

**Charlotte Jewish Day School,** *Charlotte, NC*

**Farber Hebrew Day School,** *Southfield, MI*

**Columbus Torah Day School,** *Columbus, OH*

**Hebrew Academy of Orange County,**  
*Huntington Beach, CA*

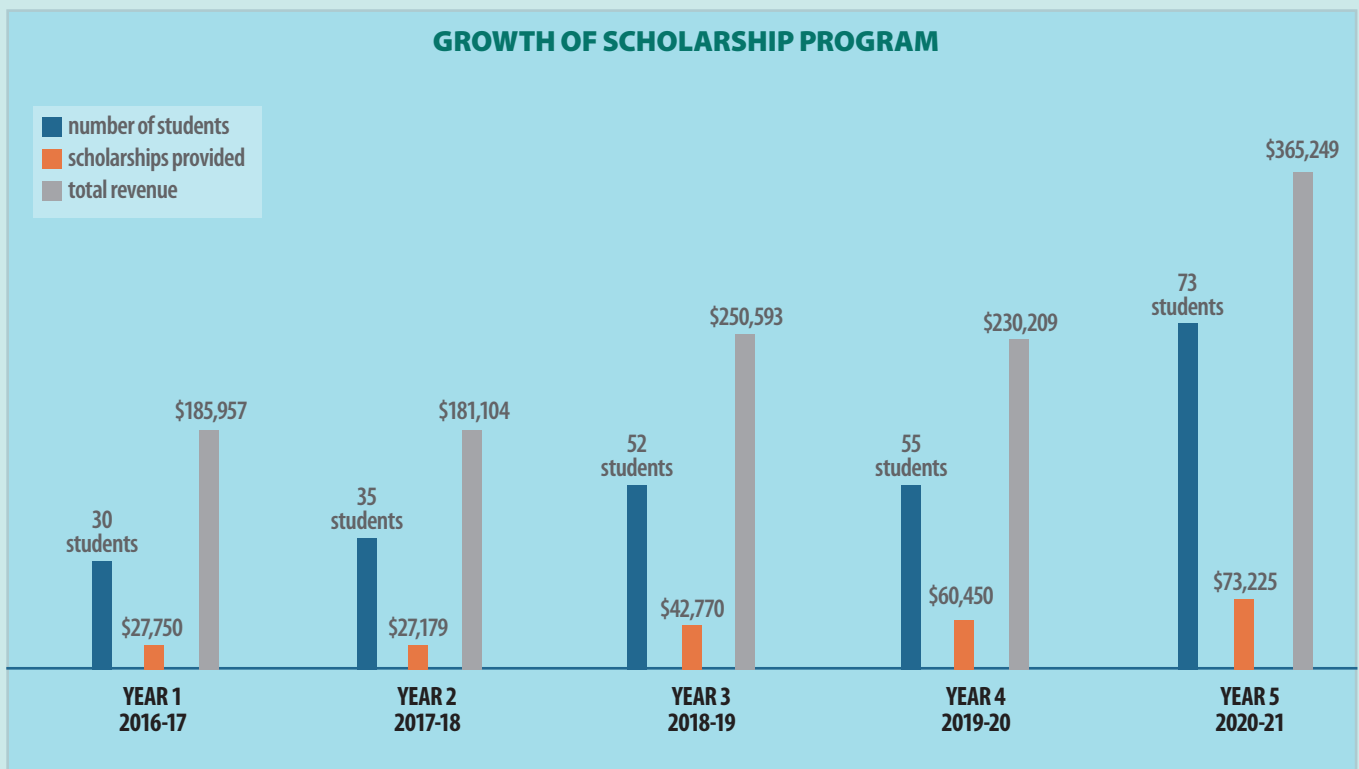
**Hebrew Academy Community School,**  
*Margate, FL*

**Striar Hebrew Academy,** *Sharon, MA*

**The Bess and Paul Sigel Hebrew Academy**  
**(New England Jewish Academy),** *Bloomfield, CT*

**Hebrew Preparatory School,** *Austin TX*

### GROWTH OF SCHOLARSHIP PROGRAM



*All data has proven that Jewish day school education is the most effective form of Jewish engagement. Day school graduates are more committed to Jewish life in their communities than participants of any other form of Jewish engagement (summer camp, Israel travel, Hebrew school, etc.). CoJDS is actively engaged in providing this option to as many children as possible.*

## **WE USE A MULTI-LEVEL APPROACH TO MAXIMIZE IMPACT.**

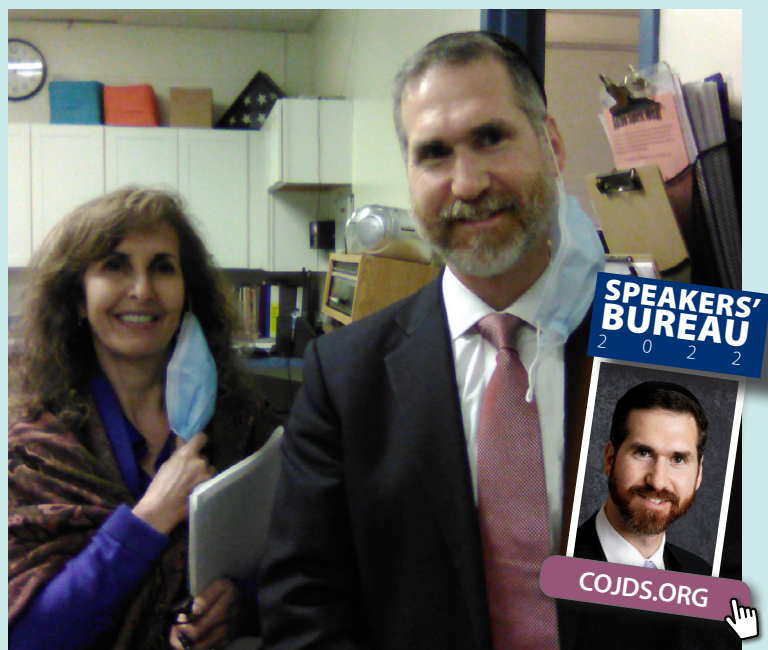
**TUITION BRIDGE SCHOLARSHIPS:** Utilizing a unique targeted system, we provide schools leverage in completing registration for families at risk of withdrawing registration due to concerns about their tuition agreement. Through providing scholarships in these select cases we are also increasing the revenue of the school in what would otherwise be an empty seat in the class. During the 2020-21 school year, our investment has yielded a return of investment of \$365,249 in tuition revenue for schools. CoJDS follows the progress of each individual student to ensure the requisite care is given to incorporate the beneficiary families within both the school and broader community. A CoJDS representative negotiates each case with the school in order to maximize buy-in from both the school's scholarship committee and to increase investment from parents.

**MARKETING CONSULTATION:** We provide schools with targeted marketing tools designed for maximum impact on millennial parents. Services include custom-made brochures, parent ambassador groups, staff training, and social media marketing plans.

CoJDS takes into account a school's limited budget providing services at little or no cost. Materials are shared from non-competing schools as a national collaborative effort amongst various day schools.

**GRANT CONSULTATION:** CoJDS assists schools in conducting feasibility studies to determine the projected effect of various tuition assistance programs to increase enrollment. The results of these studies are used to develop proposals to local and national foundations and federations interested in promoting Jewish continuity through Jewish education.

*Rabbi Hillel Adler meets with Tirtza Kohan, Judaic Studies Coordinator, Akiva Academy, Youngstown, OH January, 7, 2021*



Dear Rabbi Adler,

This has been a most unusual year and Baruch Hashem, we have been live, in-school for most of the school year. Our staff members are working diligently and we have put numerous safety protocols in place to ensure the maximum safety for all. We are looking forward to restrictions easing for the remainder of the school year as directed by the CDC. We are grateful that CoJDS provides financial assistance for families that may not otherwise be able to choose a day school education at LYA. I am including some remarks from the teachers regarding these families...

The support from the Consortium of Jewish Day Schools is vital to the success we have witnessed and to the future success of our students. As you see from the quotes from our teachers, the students are continuing to thrive at LYA.

**Rabbi Noach Kosofsky**, Director, Lubavitch Yeshiva Academy, Longmeadow, MA

Rabbi Adler:

The families that the Consortium sponsored this year continue to be very appreciative of the tuition assistance from your organization. This has been a time of great financial hardship for our families; without your continued support, they would not be able to remain at the JDS.

During this difficult year, we proved our strength as a Jewish day school--academically and communally as we highlighted the power of an education--driven by Jewish values, with its focus on social and emotional growth. We were able to continuously provide the gift of Jewish education in-school, at home, and in a hybrid setting during this challenging year. We are most grateful for the support you have shown our school so we were able to ensure the safest and best possible experience for our students.

**Sara Schonbach**, Director of Admissions, Jewish Day School of the Lehigh Valley, Allentown, PA

\_\_\_\_\_ had been a part of the Gan for three years, but we decided to put him in Portland Public Schools. ..After the rocky start he had at public school, he is thriving at Maimonides. The small school atmosphere and personal attention is really beneficial to him. There is no pressure to conform, religiously. We are Conservative Jews that enjoy traditional Judaism, to an extent. We never realized how much we would like our children having a traditional Jewish education. We were fine with our kids going to Neveh Shalom for religious school, like we did growing up. . . .

Since we are not able to afford the full cost of tuition on our own, MJDS was gracious enough to help us with the cost. For this, we are so incredibly grateful. As parents who wanted to send our kids to public school, we feel blessed Hashem sent us down this path and we are thankful to have our son here, and eventually our daughter.

**A beneficiary parent of the Portland Stern family fund**

I am happy to report that all of the 10 children who your scholarship helped send to our school will be returning next year. All of the students excelled both academically and socially, receiving individualized attention, and enjoying the benefits of the warmth and caring environment in our school. All of these students felt very welcome and comfortable in our school and made many friends. Your scholarship program enabled children in difficult family situations to attend our school. Seven of the students come from broken homes and are being raised by single parents. For some, there is a second parent in the picture and for some, there is not. For some, there is even a parent who does not care at all if their child gets a Jewish education and would not consider contributing financially for tuition. One child's father had just recently passed away. **There is no way that any of these families would have been able to attend our school without your help.** We really appreciate all of the help that your programs give us.

**Rabbi Moshe Rodman**, Principal, Desert Torah Academy, Las Vegas, NV

over

# \$1,500,000

in tuition revenue generated for 24 schools 2016-2022

Hi Rabbi Adler,

**Thank you again for helping us in saving another Jewish soul...**

**Rochel Levertov**,  
Director, Hebrew  
Preparatory School of  
Austin, TX

The \_\_\_\_ parents are divorced. The dad has taken an exceptional interest in yiddishkeit because of his kids' relationship to Torah Academy. \_\_\_\_ comes to school every Friday in Shabbos suit because he loves Shabbos! He is a star student and a role model for the school. ...They all plan on returning next year IYH and thanks to the incredible help from CoJDS **this will be able to happen!**

**Rabbi Shalom Horowitz**,  
Head of School, Torah Academy  
of Jacksonville, FL

Dear Rabbi Adler,

**We cannot adequately describe the appreciation that we have for your partnering with us.**

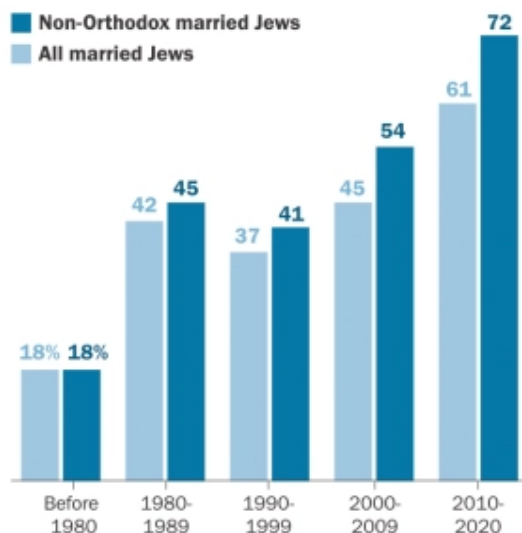
Thank you for all that you and the rest of the staff at CoJDS do. Especially in these tumultuous and uncertain times, the resources you provide are invaluable. You and your partners enable us to provide the best Jewish education possible. In turn, this has a tremendous impact on the development of the precious children in our care. Knowing that there are generous individuals who care about furthering Jewish education as much as we do is a tremendous boost, which helps us accomplish the mission of passing on Jewish values and traditions to the next generations.

**Rabbi Yossi Chesney**, Slater Torah Academy, New Orleans, LA

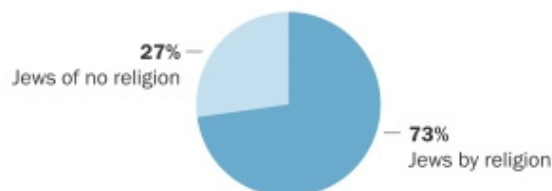
**A STUDY RELEASED BY THE PEW RESEARCH CENTER ON MAY 11, 2021,  
FOUND A GRADUALLY INCREASED LEVEL OF ASSIMILATION AMONG YOUNGER AMERICAN JEWS**

**Intermarriage more common among  
Jews married more recently**

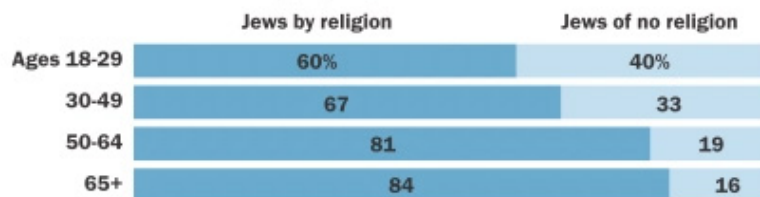
% of married U.S. Jews with a non-Jewish spouse,  
by year of marriage



**Jewish identity in the United States, 2020**



**U.S. Jewish identity, by age**

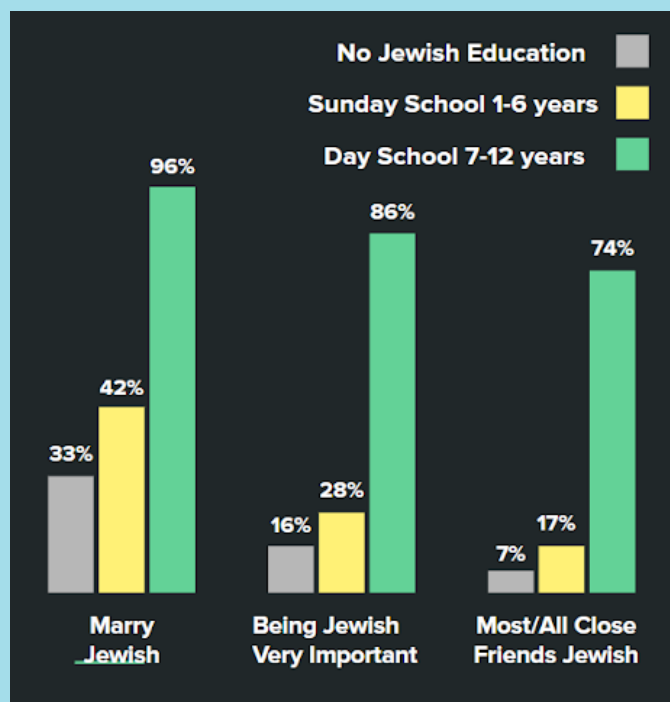


Note: Figures may not add to 100% due to rounding.  
Source: Survey conducted Nov. 19, 2019-June 3, 2020, among U.S. adults.  
\*Jewish Americans in 2020\*

PEW RESEARCH CENTER

Source: Jewish Americans in 2020, Pew Research Center, Released May 2021

**STUDIES HAVE SHOWN JEWISH DAY SCHOOL EDUCATION TO BE THE MOST EFFECTIVE FORM  
OF ENGAGEMENT TO REVERSE THIS TREND**



Source: The Impact of Childhood Jewish Education on Adults' Jewish identity:  
Steven M. Cohen, Laurence Kotler Berkowitz 2004