



Moishe House: 2018 Evaluation Findings

Executive Summary

MAY 2018

Prepared for
Moishe House

Prepared by
Informing Change

INFORMING 
CHANGE

ABOUT MOISHE HOUSE

Moishe House is the global leader in creating meaningful Jewish experiences for young adults in their 20s and early 30s, and now provides 10,000 programs annually, engaging more than 50,000 unique young adults (with more than 200,000 in total attendance each year). Moishe House's peer-led program models (Moishe Houses, Moishe House Without Walls and immersive Jewish learning experiences) engage both young adults who had active Jewish upbringings, as a natural way to plug into Jewish life after graduating college, and those who have never really been affiliated. This unique stage creates openings for meaningful Jewish experiences. For both categories, Moishe House is engaging young adults in Jewish life at a time when they are often forging important relationships and making critical decisions for their future.

Throughout this summary, "Moishe House" is used to refer to the full range of programming offered by the Moishe House organization, not only its flagship House program, unless otherwise specified.

ABOUT INFORMING CHANGE

Informing Change is a firm of 18 individuals, united by the core belief that learning and growth are essential to guaranteeing a healthy and just society for all people, now and in the future. Our mission is to facilitate planning, learning, evaluative, and capacity-building processes that enable organizations to forge strategic pathways for positive change. Over the course of our 20 years in business, our core values of intelligence, integrity, compassion, and the pursuit of social justice have guided everything that we do.

EVALUATION HIGHLIGHTS

As Moishe House expands its reach and offerings (by 150% since 2011), it continues to yield a high impact, deepening participants' connection to Judaism, Jewish community, and Jewish life. Moishe House helps young adults become stronger leaders in the Jewish community.

As Moishe House continues to grow, it may be gradually attracting a growing proportion of participants with more nominal Jewish backgrounds.

Beyond Moishe House's house-based programs, MHWOW is a strategic way to engage young Jewish adults in Jewish experiences that are meaningful to them.

Moishe House leaves a lasting impact on hosts, residents, and participants alike. Over time, people maintain their feelings of connection, continue their engagement in Jewish life, and retain knowledge and confidence in leading certain aspects of Jewish life.

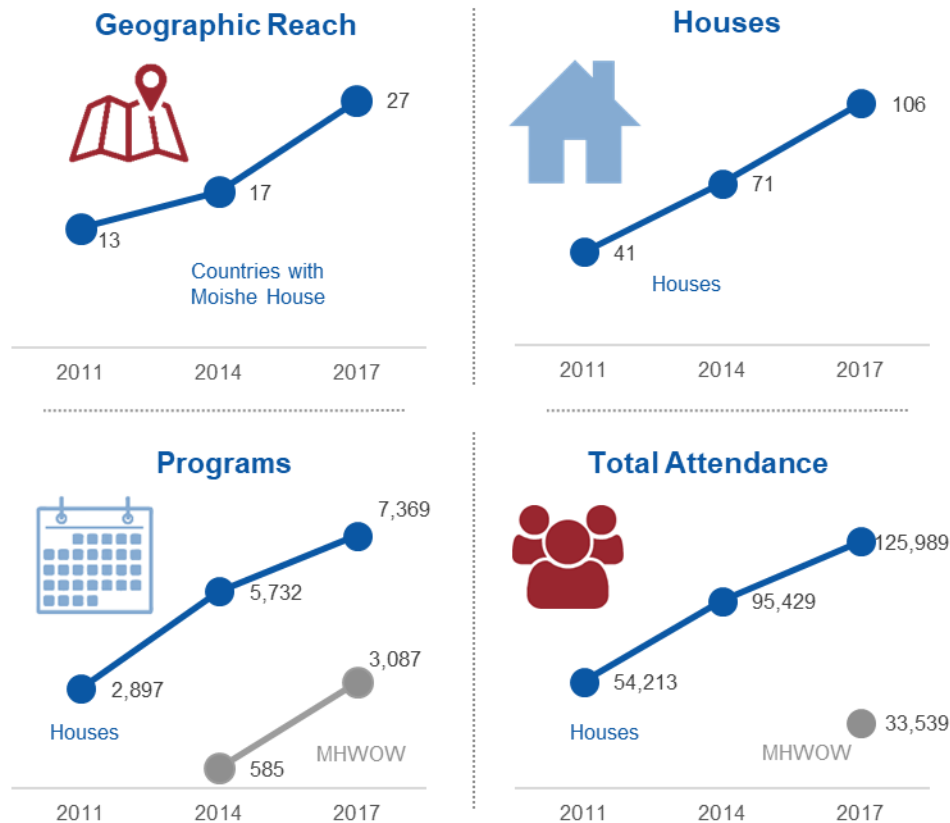
ABOUT THE EVALUATION

This evaluation is a follow-up to studies conducted in 2011 and 2015. It assesses the ongoing impact of the Moishe House model, with an emphasis on examining the newer Moishe House Without Walls (MHWOW) program. Evaluation findings presented in this executive summary are drawn from a survey conducted in late 2017 through early 2018, modified from the previous evaluation survey, as well as from program tracking data. Moishe House circulated the survey to participants, residents, and alumni of Moishe House's flagship program as well as to participants and hosts of the newer MHWOW program and learning retreat participants. In the end, 2,120 people responded to the survey. In 2018, we were also able to match survey data for a subset of respondents who participated in the evaluation survey in 2015 and 2018, creating a longitudinal dataset to examine the impact of Moishe House over time.

EVALUATION FINDINGS

Moishe House continues to grow its geographic and programmatic reach, involving more young adults than ever. Moishe House continues to add new houses, with 30 new houses added between 2011 and 2014 and another 35 between 2015 and 2017. The newer MHWOW is involving a large number of young adults as both program leaders (i.e., hosts) and participants. This reach is increasing.

Exhibit 1 | Moishe House Growth from 2011 to 2017



Moishe House serves as a hub of Jewish life for Jewish young adults (Exhibit 2).

People tell others about their Moishe House experiences and invite people to join them in programs—indicators of their satisfaction. Many (78%) see Moishe House as a hub of Jewish life for young Jewish adults where they live.

Moishe House is simultaneously sustaining and growing its participant base.

Nearly one-third of participants were new to Moishe House in the past year, while the other two-thirds have remained involved for over a year. This trend of retention and expansion bodes well for healthy ongoing participation levels. In addition, nearly two in three participate regularly, attending events at least once each month.

Exhibit 2
Reflections on Moishe House & MHWOW
n=2,102–2,106

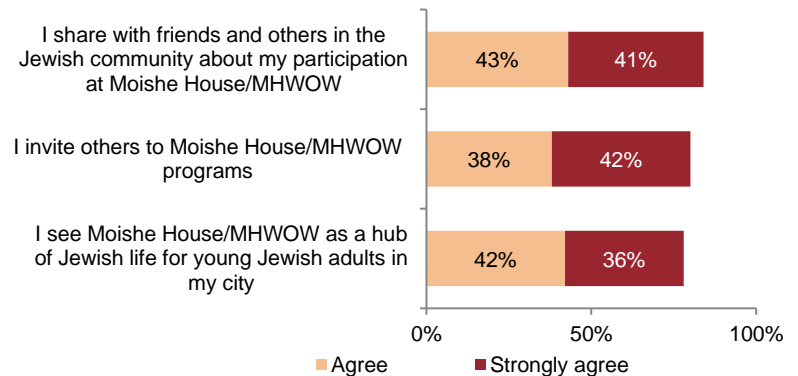
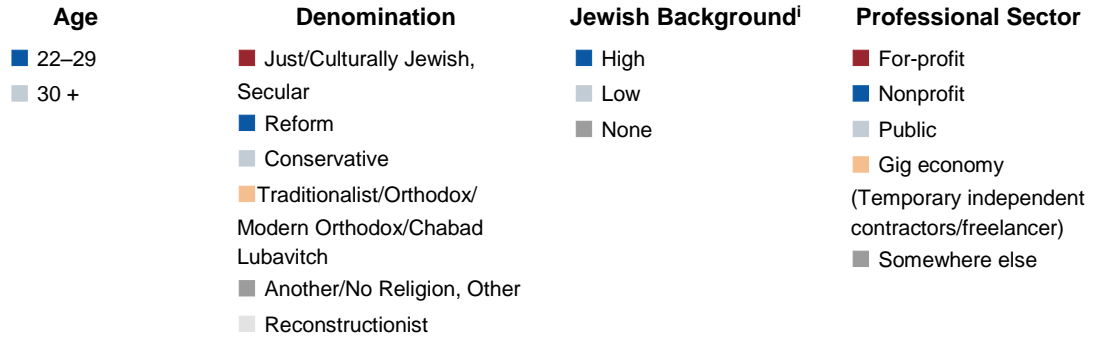
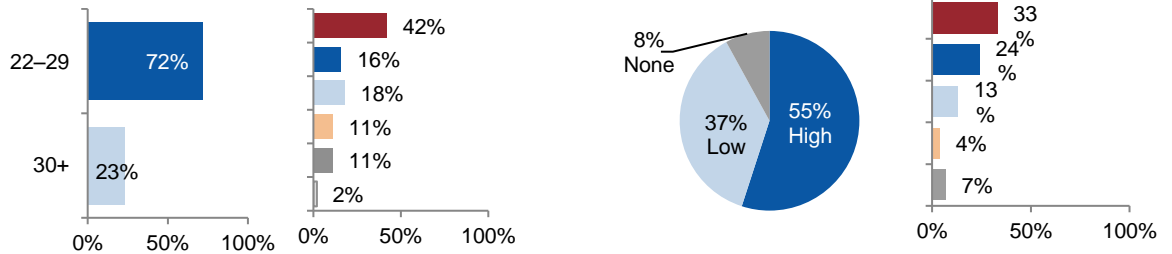


Exhibit 3

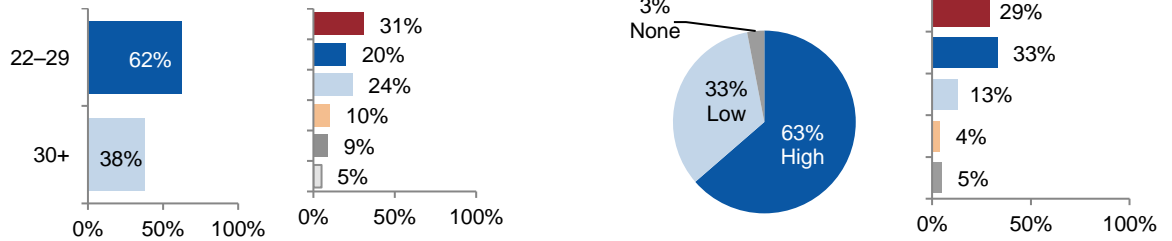
About the Participants



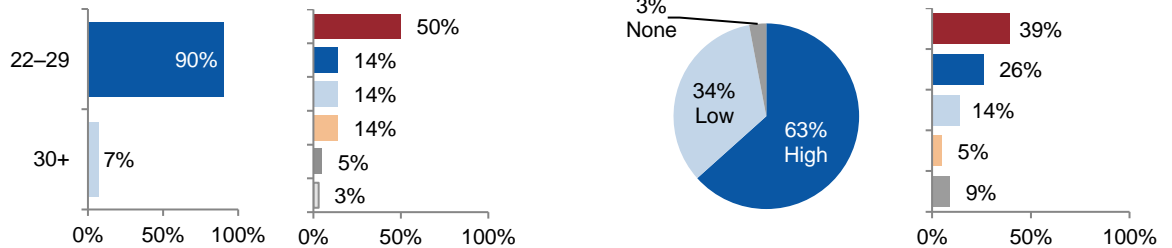
House Participants



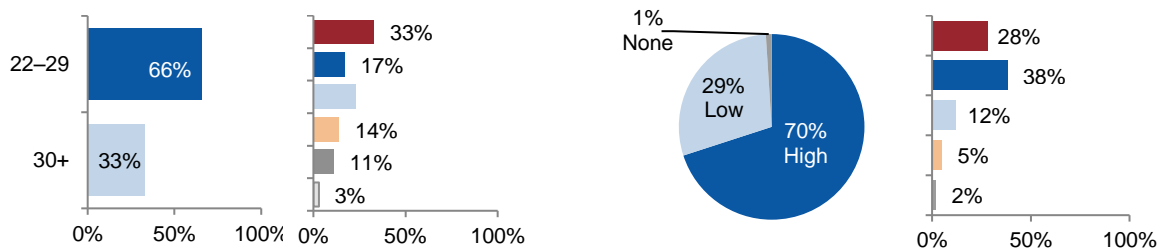
MHWOW Participants



Residents



MHWOW Hosts



Most (85%) of young adults in Moishe House have visited or lived in Israel. Of that group, 72% are Birthright alumni.

Since getting involved with Moishe House, 40% of people adopted a new tradition or practice.

Participants attend the full range and variety of opportunities to learn and socialize that Moishe House offers (Exhibit 4).

As Moishe House continues to grow, it may be gradually attracting a growing proportion of participants with more nominal Jewish backgrounds. The proportion of people with a strong Jewish background dropped 8% between 2015 and 2018 among all types of respondents: residents, hosts, participants (of House-based programs and MHWOW), and alumni.

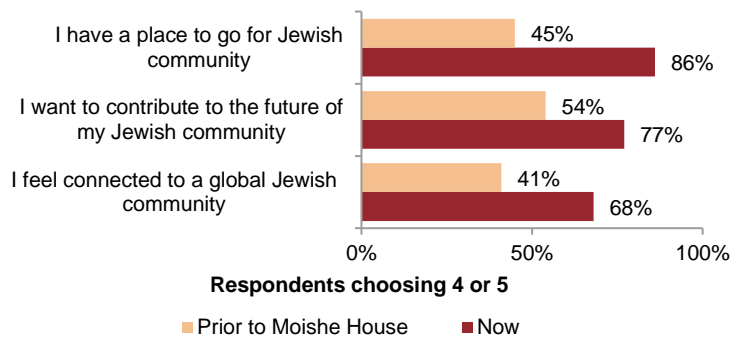
Exhibit 4
Types of Events Attended
n=1,655-1,724 | Participants Only

Event Type	Attendance
Social gatherings	93%
Shabbat dinners	85%
Jewish holiday celebrations	53%
Jewish cultural programming	72%
Jewish learning	57%
Social justice, community organizing, community service and/or Tikkun Olam programming	49%

Moishe House creates pathways for Jewish leadership. As a peer-led program, Moishe House invests heavily in building the leadership skills of residents and MHWOW hosts to successfully fulfill these roles. Moishe House also offers learning retreats (nearly 100 each year) to train interested young adults—beyond just residents and hosts—in ritual and program skills. Due to the training and experience that residents, hosts, and learning retreat participants receive from Moishe House, they see themselves as leaders and role models in the Jewish community who are equipped to create meaningful Jewish experiences. Before Moishe House, only 32% of residents considered themselves leaders or role models in the Jewish community, compared to over twice as many residents (81%) who do so now.

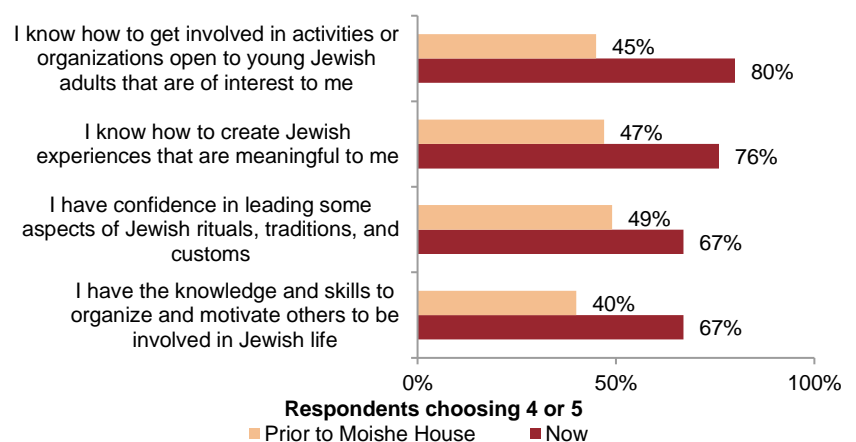
Moishe House connects Jewish young adults to each other and to the Jewish community. Participants build relationships and friendships with other young adults in Moishe House programs, and feel they have a place to go for Jewish community (this could include ongoing participation in Moishe House or involvement in other organizations, events, activities, etc.) (Exhibit 5).ⁱⁱ

Exhibit 5
Community Connections & Contributions
n=1,958-2,083



After getting involved with Moishe House, people have the skills, knowledge, and confidence to live Jewish lives that are meaningful to them. Most of them know how to create Jewish experiences that are meaningful to them, a signature tenant of the Moishe House model. They also know how to find Jewish activities that are interesting to them (Exhibit 6).

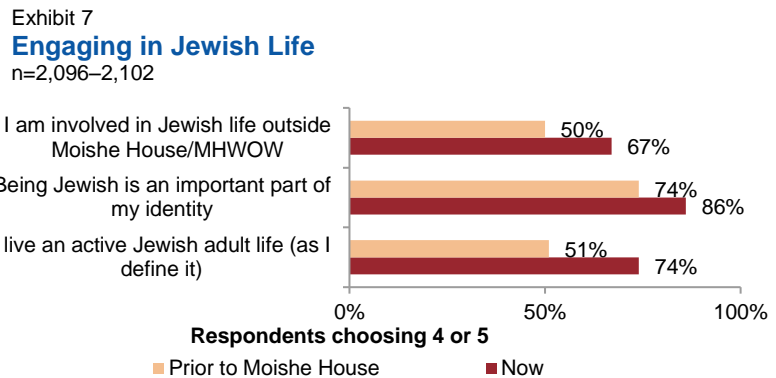
Exhibit 6
Jewish Skills & Knowledge
n=1,964-2,104



Moishe House connects people to other opportunities in the Jewish community and inspires them to be involved in Jewish life. Over half of respondents (52%) report that Moishe House introduced them to new Jewish organizations or activities that they

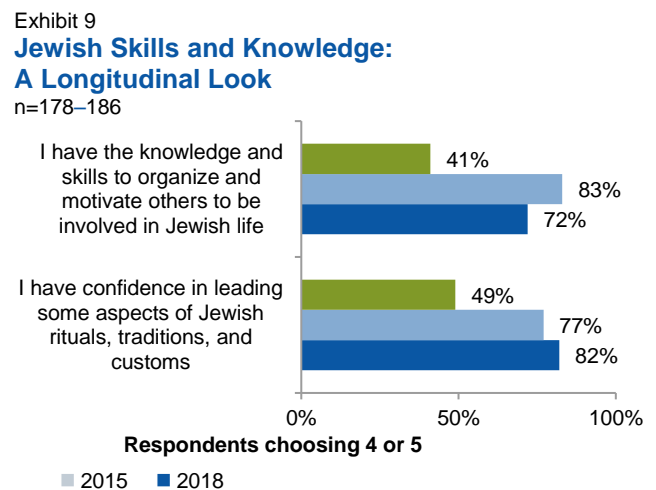
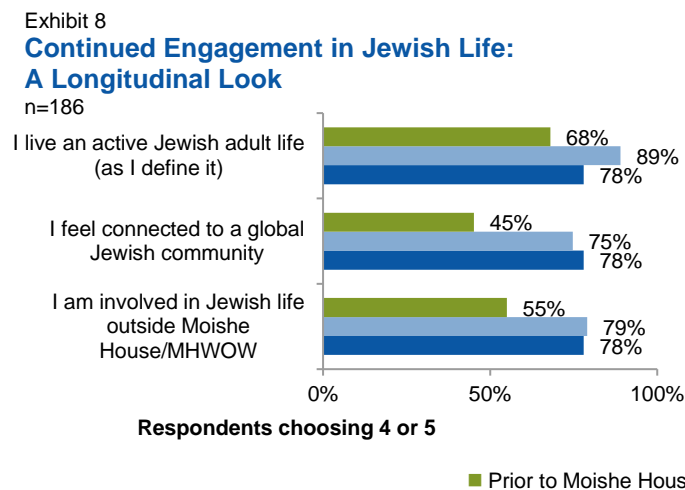
now participate in. Furthermore, one in three people (31%) report that Moishe House led them to take on leadership roles within other Jewish organizations or activities.

Participants live the active Jewish lives they want after getting involved with Moishe House. Being Jewish and living an active Jewish life is important to young adults involved in Moishe House, and more (74%) live active Jewish lives (as they define it) now, after getting involved in Moishe House (Exhibit 7).



Young adults who are part of Moishe House are also involved in a variety of Jewish organizations as both participants and leaders. These organizations include those that are specifically geared toward young Jewish adults (such as OneTable, Repair the World, ROI) as well as those open to the broader community (such as local Jewish Federations, JCCs, Chabad, synagogues, minyans). **Over half of respondents (52%) report that Moishe House introduced them to new Jewish organizations or activities that they now participate in.** More people (62%) now participate in local activities for young Jewish adults other than Moishe House than before getting involved with Moishe House (44%). Participation also sometimes translates to financial support: 49% of people report making financial contributions to Jewish organizations important to them now (compared to 27% before their involvement in Moishe House).

Moishe House leaves a lasting impact on young adults. While ratings of outcomes and levels of connections decrease slightly over time, they remain notably higher than the ratings respondents gave about the same topics before their Moishe House involvement. Those who are part of the longitudinal study continue to engage in Jewish life (Exhibit 8), maintain their skills and knowledge about Jewish life (Exhibit 9), and report they still have a place to go for Jewish community, although a slightly lower proportion than before: 85% in 2018, compared to 95% in 2015.



NOTES

- i In 2011, TCC Group determined level of Jewish background by using Steven M. Cohen’s research as the guide to select six variables to measure respondents’ Jewish backgrounds. The variables included 1) Attended a Jewish day school; 2) Attended or worked at an overnight Jewish camp; 3) Had a Bar/Bat Mitzvah ceremony; 4) Raised by two Jewish parents; 5) Raised Orthodox or Conservative; and 6) Visited Israel. Respondents were designated as having strong backgrounds if they selected 4–6 of these variables (here, referred to as “high”), and low if they had 1–3 selected. In 2011, TCC Group was not able to determine who came in with zero and no background—the questions were not mandatory, so they only looked at the two groups, low and strong. No background (0 of the 6 options selected) was a new category added in the 2015 evaluation.
- ii Respondents were asked to rate each item on a five-point scale: 1 = Not at all, 3 = To some extent, and 5 = To a great extent. Only those choosing four or five are reported here and in subsequent graphs.