



2025–2028 STRATEGIC PLAN

Elevating Jewish Education Today.
Reimagining for Tomorrow.



A DEFINING MOMENT



The Jewish people stand at an inflection point.

In a post October 7th world, the Jewish people are facing unprecedented challenges. Alongside rising anti-Israel sentiment and antisemitism around the world, many Jews are feeling confused, abandoned, and attacked. Yet, even in the face of adversity, we are witnessing inspiring surges in Jewish engagement, learning, and community.

Education is the key to meeting this moment -- our most powerful tool to ignite a thriving Jewish Future.



At The Jewish Education Project, we believe that our response can shape the Jewish future -- if we act decisively now. With bold ideas, cutting-edge technology, world-class training, and deep partnerships, The Jewish Education Project is reimagining how Jewish education happens.

We're ensuring every Jewish child emerges with unshakable pride, deep connection to Israel, and the courage to stand against hatred.

THE JEWISH EDUCATIONAL ECOSYSTEM

Leading Collective Transformation

The Learners

for whom this entire enterprise is ultimately dedicated.

The Educators

who are the primary purveyors of educational experiences.

Funding Partners

who support the ecosystem enabling it to function and to flourish.

The Academics/ Researchers

who study, reflect, and teach about the work of Jewish education.

Jewish education operates as a dynamic ecosystem—but one that needs bold leadership to reach its full potential.

This interconnected network spans educators creating experiences across every setting, learners of all ages seeking meaning and connection, researchers and academics advancing our understanding of effective practice, and funders providing essential resources.

For 115 years, The Jewish Education Project has strengthened individual educators within this system. Now we're stepping into a far more ambitious role: **galvanizing and catalyzing the Jewish educational ecosystem.**

By nurturing deep collaboration, collective advocacy, strategic alignment across all stakeholders, and elevating the work of our multitudes of partners and colleagues, we're creating something unprecedented: **a truly connected ecosystem that maximizes collective impact.**

This isn't just about incremental improvement. It's about **fundamental transformation—ensuring that diverse Jewish educational settings work together with unprecedented coordination and shared purpose.**

The result? A vibrant, resilient Jewish future built on the foundation of an ecosystem that collaborates deeply, advocates collectively, and aligns its collective strengths like never before.

We're not just part of the ecosystem. **We're leading its evolution.**

OUR MISSION, VISION & VALUES

At The Jewish Education Project, we are not just adapting to change.
We are leading it.



Our refreshed MISSION

The Jewish Education Project inspires, empowers, and propels the Jewish educational ecosystem to deliver innovative, timely, and continually meaningful educational experiences—today and tomorrow.



Our refreshed VISION

All Jewish youth and their families engage with meaningful learning—fostering pride, purpose, and the skills to thrive as Jews and in the world.



Our VALUES

Our core values express who we are, what we do, and how we work, with our staff, board, educational partners, and all our stakeholders across the globe.

We...

- ✧ inspire intentional learning communities
- ✧ respect where people are and offer a map of possibility
- ✧ honor tradition and embrace change
- ✧ promote growth through personalized learning
- ✧ strive for excellence through innovation
- ✧ foster communities of belonging that include the diversity of the Jewish People



CORE AREAS OF FOCUS

Jewish education is the most powerful tool we have to secure the Jewish future. **Our work is anchored in three imperatives.**

1



Jewish Pride & Joy: Celebrating Vibrant Jewish Life

Jewish education must strive to develop generations of proud Jews. More than transmitting knowledge, it is about creating joyful opportunities to experience Jewish culture, tradition, and creativity. From early childhood through teen years, learners discover that being Jewish is a source of pride, purpose, and celebration.

Our Commitment:

A generation that lives their Judaism with confidence, joy, and pride.

2



Israel Education: Fostering Deep, Authentic Connection

We believe Israel is integral to what it means to be a Jew in the world today. Through RootOne's immersive teen experiences, cutting-edge curricula, and educator training, we ensure every young person has the opportunity to develop an enduring bond with the Jewish homeland.

Our Commitment:

A generation that sees Israel as integral to their Jewish story.

3



Combating Antisemitism: Fostering Resilience

Antisemitism is rising—and we are rising to meet it. Our Center for Jewish-Inclusive Learning (CJIL) works within public and independent schools to ensure accurate representation of the Jewish people, Israel, and Jewish history. We equip educators to recognize, respond to, and prevent antisemitism while building broader understanding.

Our Commitment:

Educational environments where Jewish students feel safe, valued, and represented.

THE JEWISH EDUCATOR PORTAL

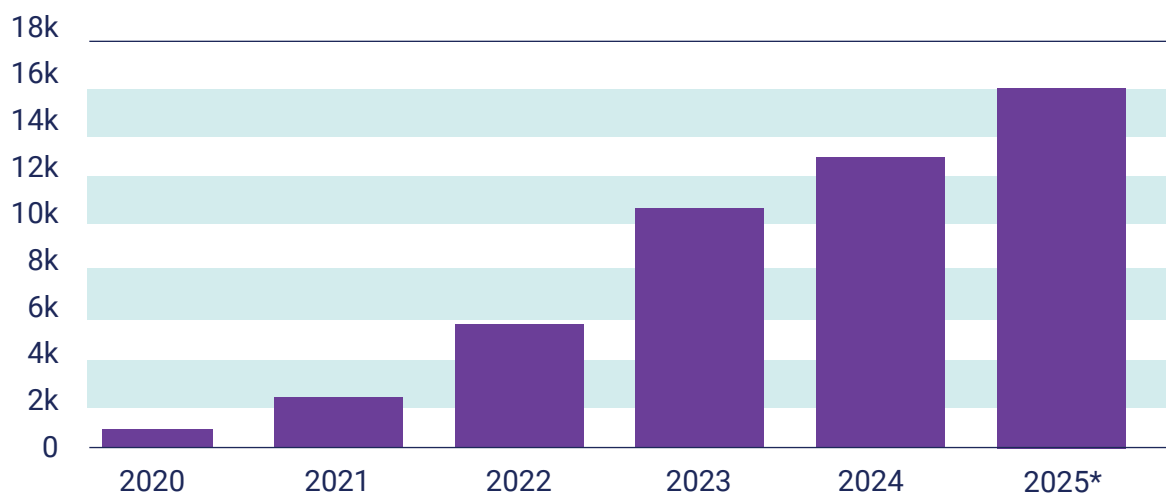
From Covid Response to Cornerstone of Our Strategic Vision

Born during the pandemic as a digital resource-hub, The Jewish Educator Portal has evolved into a sophisticated virtual ecosystem serving diverse Jewish educational settings.

This expanding platform connects educators across early childhood centers, yeshivas, public schools, Hebrew schools, teen experiences, and summer camps with the tools, content, and professional development they need to excel. The Jewish Educator Portal currently curates and aggregates educational content from nearly 40 trusted content providers ensuring that our educators are receiving the very best resources from across the broad Jewish education ecosystem.

In the twelve months between July 2024 and June 2025, our resources were viewed over 162,000 times by educators and parents, demonstrating its essential role in the Jewish education landscape. Since its launch in late 2020, registered members who are **Portal super-users have grown by more than 650%. By leveraging advanced technology, we ensure that accurate, compelling Jewish educational content reaches educators wherever and however they teach, strengthening Jewish education across all learning environments.**

Portal Registered Members



*Year 2025 includes projected June-Dec 2025 data.

This strategic plan positions the Jewish Educator Portal as a cornerstone of our vision, leveraging advanced technology to provide intelligent personalization, streamlined content management, and flexible resource delivery. Through this next chapter, we reaffirm our commitment to supporting thousands of educators across the Jewish educational landscape and to meeting their evolving needs in an increasingly complex digital age.

www.educator.Jewishedproject.org

THE JEWISH EDUCATOR PORTAL

The Jewish Education Project

🏠

Resources

Innovation & Change

Professional Development

Educator Networks

FAQs

About Us

+ ADD RESOURCE

👤 LOGIN / REGISTER

RESPONDING TO ANTISEMITISM

CURATED SERIES THE JEWISH EDUCATION PROJECT

👁 2035

🔖 19

The Jewish Education Project Content



▶ On Demand

Jewish Physical and Emotional Safety: A Webinar for Educators

A conversation about cultivating a sense of safety for ourselves and our learners in moments of vulnerability.

👁 617

🔖 3

The Jewish Education Project Content



▶ On Demand

Packing Your Antisemitism Toolkit: A Webinar for Jewish Educators

A conversation about antisemitism, Jewish teens & tweens, and this unique moment.

👁 1965

🔖 6

The Jewish Education Project Content



▶ On Demand

Jewish Education Amidst Rising Antisemitism - Video Interviews

This playlist of video interviews includes important insights on how to help our students and ourselves amidst the rising

👁 29

🔖 1

7

ORGANIZED TO NURTURE JEWISH IDENTITY

Whenever and Wherever Learners Engage

Jewish education happens everywhere—in classrooms and community centers, at kitchen tables and summer camps, during formal lessons and spontaneous conversations. As the comprehensive agency for Jewish education in North America, The Jewish Education Project supports educators in meeting learners wherever they are through four strategic teams, each addressing critical moments and spaces in a young person's Jewish journey.



Jewish Education Team (JET)

Empowering Educators, Enriching Jewish Life in Every Setting

For countless Jewish children across North America, their most formative Jewish experiences happen outside the hours of a traditional school day. In JCCs and synagogues, at summer camps and youth group gatherings, during Sunday morning programs and outdoor adventures, young people discover what it means to be Jewish in today's world.

Our Jewish Education Team recognizes that these community-based programs often serve as the primary gateway to Jewish life for families seeking connection. From weekly Hebrew school classes to immersive camp experiences, this diverse educational ecosystem shapes how an entire generation understands and lives their Judaism.

These are the spaces where children build foundational Jewish knowledge, forge lifelong friendships rooted in shared values, and develop the confidence to carry Jewish traditions into their adult lives. For many families, particularly those outside Orthodox communities, these programs represent their most significant touchpoint with Jewish learning and community.

JET works across the entire spectrum of Jewish educational settings, promoting innovation and elevating practice. JET recognizes that Jewish learning doesn't happen in isolation—it thrives in diverse environments where educators are equipped with excellent content, proven pedagogical approaches, and the tools to make Jewish wisdom relevant for today's learners. By supporting educators and programs across all settings, the Jewish Education Team ensures that every Jewish educational experience, regardless of where it occurs, has the potential to be transformative.



**Strengthening
Jewish Education
Everywhere it Happens**



RootOne

Preparing confident Jewish teens for college and beyond

The RootOne team focuses on the critical teen years, harnessing the power of immersive Israel travel experiences to revolutionize how Jewish teens connect with Israel and strengthen their Jewish identities. Seeded by The Marcus Foundation and powered by The Jewish Education Project, this ambitious initiative has already enabled 15,000 teens to experience Israel firsthand.

Together with trip providers, tour operators, third-party evaluators and the most creative minds in teen Israel education, RootOne has redefined how teen Israel travel is envisioned, designed, executed, and facilitated to best prepare teens to enter college as proud, confident, and informed Jews.

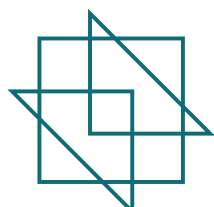
RootOne fuels Israel experiences that reflect how teens learn today. By using data, technology, and professional development, RootOne delivers safe, engaging, and authentic Israel experiences that foster a wider understanding of Israel through friendships with Israeli peers, thoughtful exploration, and reflection, establishing foundations for lifelong Jewish identity and engagement.

Yeshiva General Studies

Elevating secular education in Jewish schools

The Yeshiva General Studies team works specifically with yeshivas and day schools to strengthen secular studies within these educational environments. This team focuses on elevating educational quality across all general studies subjects, providing access to professional development and training, and ensuring students receive outstanding secular education that prepares them for academic, professional and civic success.

With over 350 day schools and yeshivas in the greater New York area, the team facilitates access to professional development, serves as a technical consultant for schools accessing government funding, and represents Jewish schools to the New York State Education Department and NYC Department of Education. Their work ensures that students in Jewish schools receive quality secular education that prepares them for academic success while reinforcing their Jewish identity.



THE CENTER *for*
JEWISH-INCLUSIVE
LEARNING

Center for Jewish-Inclusive Learning (CJIL)

Where public and independent schools foster understanding and inclusion

The Center for Jewish-Inclusive Learning Team supports educators and educational leaders in public and independent school settings. Established in response to rising antisemitism facing Jewish students since October 7th, CJIL ensures educators and school leaders have access to accurate resources about the Jewish people, Israel, and historic and modern antisemitism, making schools safe and inclusive spaces for Jewish students and faculty.

CJIL's strategic priorities include building relationships with NYC public school district leadership, facilitating professional development for educators and administrators, and distributing high-quality, vetted content about the Jewish people and Israel. While current efforts concentrate on the New York City area, CJIL is positioned to expand this vital work nationally.

BOLD STRATEGIES

Our three-pronged programmatic strategy drives systemic change across the Jewish educational ecosystem.

STRATEGY 1

IDEAS & THOUGHT LEADERSHIP

Inspiring Bold Innovation Across the Ecosystem. We generate the ideas that reshape Jewish education.

- **Revolutionary Thinking:** Publishing groundbreaking research, hosting Jewish Futures Conferences, and launching the “Adapting” podcast that reaches tens of thousands of listeners.
- **2050 Vision:** Creating the field-defining roadmap for Jewish education’s next 25 years.
- **Disruptive Innovation:** Challenging conventional approaches while honoring our deepest traditions.

IMPACT:

By 2028, the entire field of Jewish education will be united around a shared strategic roadmap that reimagines possibilities for Jewish learning and engagement.

STRATEGY 2

PROFESSIONAL DEVELOPMENT

Building Educator Confidence & Competence. We empower educators who in turn transform lives.

- **Cutting-Edge Training:** Delivering the most diverse, high-quality professional development in North America.
- **Immersive Experiences:** Creating cohorts, fellowships, and intensive programs that redefine educator capacity.
- **Competency-Based Growth:** Launching micro-credential programs and specialized frameworks.

IMPACT:

By 2028 thousands of educators will report increased confidence, changed practice, and the tools to create transformative Jewish educational experiences.

STRATEGY 3

PERSONALIZED TECHNOLOGY & RESOURCES

Leveraging AI to Revolutionize Learning. We harness technology to personalize Jewish education at scale.

- **AI-Powered Portal:** Transforming our Jewish Educator Portal into an intelligent, personalized resource hub.
- **Smart Resource Curation:** Using artificial intelligence to match educators with precisely the right content.
- **Innovative Tools:** Launching “Botsheva” our AI-powered lesson planning assistant.

IMPACT:

By 2028 90% of educators will report that our Portal is their preferred destination for relevant, impactful resources and professional development.

STRATEGY 4: A Strong Organizational Infrastructure. Ensure operational strength, capacity, and sustainability to deliver on our mission and strategic priorities.



8 TRANSFORMATIONAL OUTCOMES

The urgency of this moment demands unprecedented action. Rising antisemitism, generational disconnection, and the aftermath of October 7th have created both crisis and opportunity. We must act now—boldly and strategically—to secure Jewish continuity for the next generation.

By 2028, The Jewish Education Project will have transformed the Jewish educational landscape through eight strategic commitments that touch every corner of Jewish life:

1 Established a 2050 vision and strategic roadmap
for Jewish education that will animate and guide the Jewish educational ecosystem to continually be relevant and inspiring to the ever-evolving Jewish people.

2 Inspired and empowered educational leaders with new ideas and approaches
that continually innovate and transform Jewish educational experiences.

3 Ignited nationwide cadres of synagogue, JCC and community-based leaders who are reimagining Jewish learning
to make it vibrant, accessible and meaningful to today's youth and their families.

4 Ensured that all yeshivot in New York will be given the resources and professional development
that enable every Jewish child to receive a quality secular education that equips them to thrive in the world.

5 Increased the numbers of North American Jewish teens arriving on college campuses prepared to be proud Jews

with a strong connection to Israel following participation in personally transformative and educationally excellent RootOne Israel experiences.

6 Provided excellent, cutting-edge, timely, and relevant professional development online and in person,

for the broadest diversity of educators of Jewish children and youth in North America.

7 Furnished educators and educational leaders in public and independent schools

with professional development and resources so that a positive image of Jews and Israel is prevalent across the entire New York educational system.

8 Pioneered the use of cutting-edge technologies,

consistently aggregating and curating the highest quality and most relevant resources for educators in New York, across the United States, and around the world.



These aren't aspirations—they're commitments backed by proven expertise, cutting-edge technology, and partnerships across the entire Jewish ecosystem.



TRANSFORMATIONAL REACH

Annual Scale & Breadth

500K+

children and families
impacted.

162K+

views of
curated educational
resources.

15K+

teens experiencing
Israel journeys
through RootOne.

25K

educators empowered
through our **professional
development and
resources.**

Innovation & Leadership

100+

annual podcast
episodes driving field-
wide conversations
about the future.

1.5K+

leaders engaged
annually through
**Jewish Futures
Conferences.**

AI

AI-powered
personalization
revolutionizing how
educators access
resources.

Systemic Change



Connected ecosystem
where diverse Jewish
educational settings
collaborate and thrive.

80%

Competency-based frameworks defining
excellence in Jewish pride, Israel
education, and antisemitism response
with 80%+ of educators reporting gains in
confidence and practice.

2050

A 2050 Vision
outlined in a new
strategic roadmap
guides the work of the
ecosystem.

NEW YORK'S EDUCATIONAL PARTNER

Since 1910, initially as the Bureau (and later the Board) of Jewish Education of Greater New York, The Jewish Education Project has served as New York's central agency for Jewish education and UJA-Federation of New York's primary partner in strengthening Jewish education in the largest and most diverse Jewish community in the country.



This special relationship with New York City, Westchester, and Long Island is central to our strategy, making New York the sandbox where we test new ideas and initiate new projects, while continuously reflecting upon and responding to New York's unique needs.

Relationships are at the heart of our work in New York, providing the foundation for impact. Working across the full spectrum of Jewish educational institutions—from traditional yeshivas and day schools—to progressive synagogue schools, early childhood centers, teen programs, and JCCs, the Jewish Education Project's staff provides direct support to area educators through consultations, networks, in-person workshops, and convenings.

More recently, through our Center for Jewish-Inclusive Learning, we extend our impact beyond Jewish educational spaces into public and independent schools, ensuring that the Jewish people, Israel, and both modern and historic antisemitism are represented fairly and accurately. We help educators move beyond Holocaust-focused curricula to present Judaism as a vibrant, living culture with contemporary relevance, empowering educators in public and independent schools to teach about Jewish life with nuance and authenticity.

Our deep roots in New York enable us to respond to the unique needs of educators, regardless of educational environment. This positions us as an essential bridge between diverse educational worlds, ensuring that Jewish education and representation remains meaningful, accurate, and accessible throughout the region we've proudly served for generations.



NEW YORK-SPECIFIC GOALS AND BENCHMARKS

2028 Goals

Significantly enhance the capacities of leaders of educational institutions to develop more meaningful and relevant learning experiences.

New York early childhood educators report increased confidence and capacity to deliver impactful Jewish learning grounded in progressive pedagogies.

New York JCCs deliver more and better integrated Jewish and Israel education content and programming.

New York educators report being more empowered, delivering stronger Jewish and Israel education thanks to The Jewish Education Project's impact.

New York educators report that The Jewish Education Project staff supports them in connecting with professional peers, addressing their challenges, and in sharing their successes.

Offer professional development that enables educators to deliver timely, relevant learning that leads to a strong, proud Jewish identity.

New York educators report increased confidence in addressing adolescent mental health and wellness challenges, especially those stemming from antisemitism.

New York City area public school system leaders report knowing about the Center for Jewish-Inclusive Learning as a resource.

Offer professional development and resources that educate New York City Public Schools' leadership about the Jewish people, Israel, antisemitism, and Jewish-inclusion.

Develop a strategic marketing plan to drive public school educators to the CJIL portal.

Offer quality professional development in emerging educational areas for Jewish day schools.

Offer technical and consultative support to yeshivas and day schools to advance quality general studies education.

Facilitate general studies professional development in alignment with substantial equivalency requirements and yeshiva cultural norms.



VISION 2050: OUR PROMISE

We are not just planning for the next three years.
We are charting the course for the next quarter-century.

By 2050, a connected Jewish ecosystem will empower all youth and their families with meaningful learning that fosters pride, purpose, and resilience.



This is our promise: a vibrant Jewish future where every child feels proud to be Jewish, connected to Israel, resilient against hatred, and inspired to shape a better world.



THIS IS OUR MOMENT. THIS IS OUR MISSION.

**The Jewish Education Project
is not just responding to change—
we are creating it.**

We stand at the intersection of tradition and innovation, urgency and vision, local impact, and global reach. With bold strategies, proven impact, and unwavering commitment to Jewish flourishing, we are building the educational foundation for Jewish life in the 21st century.

**The future of Jewish education starts now.
The future of the Jewish people depends on it.
Together, we will make it happen.**

Join Us

“The future is not yet written. It is ours to write. And that is the challenge of education.”

— Rabbi Lord Jonathan Sacks, “The Power of Ideas”



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