



IMPACT GENOME
PROJECT®

Impact and Measures Guide

Jewish Impact Genome

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Introduction to the Impact and Measures Guide

The Jewish Impact Genome Project (JIG) aims to democratize impact learning and empowering organizations to evaluate using a common language of impact and standardized measures. To this end, the JIG team has created the Impact and Measures Guide, a database to enable Jewish Engagement agencies to access impact measurements relevant to their programs and their beneficiaries. The Guide is the result of an ambitious effort to compile measurements utilized in research and evaluation in the field of Jewish Engagement. Through this effort, the JIG will add to the sector's culture of accountability and provide greater confidence for organizations and philanthropists investing in Jewish Engagement.

In publishing and routinely updating this guide, the JIG team aims to empower more organizations to utilize outcome-based measures to evaluate the success of their programs. The hope is that this guide will bring more transparency and data-driven collaboration to the field and enable a clearer understanding of how measures connect to outcomes.

The measures shown here have been created by professional evaluators and social scientists across the field and represent the collective best-efforts of hundreds of organizations nationwide. That said, this list is by no means exhaustive. Many common measures would not have appeared on this list twenty years ago and might not appear again in twenty more years. Should you find that your preferred measures are not on this list, that's okay! Let us know so that we can add them to our next release (please email help@impactgenome.org).

How We Assembled this Guide

The measures listed in this guide are the result of a rigorous examination of existing research in Jewish Engagement. The JIG team collected, analyzed, and coded hundreds of studies, program reports, and evaluations to find common outcomes across a wide array of programs and interventions. In addition, the JIG team compiled hundreds of specific indicators that have been used to measure these common outcomes.

Our researchers developed a rubric to rank each attitudinal (e.g., increase in Jewish identity) and behavioral (e.g., increase in Jewishly oriented conversation in one's home) measure that considers aspects of "Measurability" and "Intelligibility" to determine its relative strength. Among evaluators, measures are indicative of a program or intervention's efficacy to achieve an intended outcome—or produce an impact. The



intervention and its various component parts as well as the participant beneficiaries therefore serve as the independent variables to effectuate an intended outcome. For example, a teen engagement program will deliver a specific intervention to a particular population. These are the independent variables that aim to produce a result, say, a broadening of a Jewish friend network. This measure is rated high in measurability because the effect can be tangibly assessed. In contrast, a measure testing the desire to grow a Jewish friend network cannot be so easily assessed and is therefore rated lower.

Our researchers also considered the intelligibility of each measure. To be effective and produce comparative data, a survey must be intuitive to the queried participants. Some measures articulated discrete statements about religious observance taking place on the Sabbath or Hanukkah holiday. While Jews observe these occasions differently, there exists a general understanding of ritual and celebration. By contrast, an increase in awareness of Jewish “traditions” and “customs” is less discrete and surveys deploying this language may suffer from varied results from participants due to these ambiguities. To be clear, the JIG team did not rate measures based on content or intention. We leave it to the agencies and their stakeholders to determine what is best for the logic models of their programs and how they define impact.

How to Use this Guide

Jewish Engagement agencies can use this guide to select measures which best reflect the goals and outcomes identified for their programs and interventions. This guide allows users to search for specific measures based on larger outcome areas. It also provides information about a selected measure and the frequency of its appearance in JIG’s significant repository of Jewish Engagement literature. Utilizing the measures within this guide will further the ability for organizations to share and compare impact data in the field of Jewish Engagement. As more organizations utilize these measures or develop new ones, the JIG team aims to share field-wide insights and trends to help guide the field toward more effective data practices.

Beginning with Outcomes

Before utilizing specific measures to better track program impact, the first important step is to define the primary and secondary outcomes for program participants. The JIG team generated these outcomes by collecting, reviewing and categorizing hundreds of program data points from Jewish practitioners, with more being catalogued every day. The outcomes were also reviewed and refined with more than a dozen scholars, practitioners, and leaders to further strengthen their alignment to the field.



To utilize these common outcomes to define your program impact, we recommend utilizing the *Success Equation*, an impact formula developed by Mission Measurement Founder and CEO Jason Saul. Beginning with **D—Impact**, organizations should first identify the big-picture impact they are trying to achieve in the community. Next, utilizing this Guide, organizations can select their **Priority Outcomes**. For each priority outcome identified, organizations can then utilize this guide to identify specific **Performance Measures** which can be tracked and utilized to measure progress toward outcome attainment.

By engaging with this simple framework, any organization can start to establish a productive, iterative data culture—identifying specific measures to track and improve over time to ensure higher rates of outcome attainment.

To begin, build a Success Equation

Priority Outcomes
What changes in behavior, condition, or status are required?

A

+

B

+

C

Impact
What are we ultimately trying to accomplish?


D

Performance Measures

How do we measure progress toward our outcomes?

Key Strategies

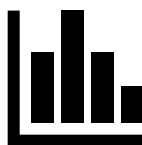
Which programs will drive results?



Let's Get Started!



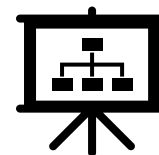
Scan this guide to help you reflect on your measures. We recommend you look first at all the measures found for your priority outcomes and think through how you might collect them.



Analyze which measures are right for your program, breaking down relevant measures by outcome definition and the relative strength of the measure.



Select the measures you determine are the best fit for your organization. You may choose to pick several measures for each outcome area to assess a program's impact on beneficiaries.



Use your selected measures to collect ongoing data about your program impact.

Outcome Area: The outcome for which the following measures apply as indicators of attainment, along with its corresponding central definition.

Measure: A specific, measurable indicator of outcome attainment which applies to this specific outcome.

Jewish Connectivity

Definition: Develop or strengthen engagement with Jewish life and/or enhance one's connection to a Jewish network.

Alignment to the Outcome: The sub-definition of the outcome area to which the measure applies.

Strength of Measure (SOM): SOM, or the relative strength of an indicator to measure program impact for an outcome. Rankings scale from *weak*, to *moderate*, to *strong*, and are based on both measurability and intelligibility.

Literature: The number of times the measure appeared in the JIG's research and coding analysis.

Measure	Alignment to the Outcome	SOM	Literature
Increase frequency of/Interest in celebrating Shabbat	Meaningful increases in participation and/or interest in Jewish life	Strong	35
Increase number/Importance of Jewish friends	Meaningful broadening of a Jewish social network.	Strong	32
Increase volunteering/engagement in Jewish community	Meaningful increases in participation and/or interest in Jewish life	Strong	32
Feel joy about/pride in being Jewish	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Strong	27
Increase attendance at religious services	Persistent participation and/or interest in Jewish life	Strong	26



Standardized Outcomes and Definitions

Jewish Connectivity

Develop or strengthen engagement with Jewish life and/or enhance one's connection to a Jewish network.

This outcome is satisfied if an individual has demonstrated one of the following within the past year:

- Meaningful increases in personal Jewish pride and/or connection to Jewish identity, measured by a validated instrument.
- Meaningful increases in participation and/or interest in Jewish life.
- Persistent participation and/or interest in Jewish life.
- Meaningful broadening of a Jewish social network.

Jewish Learning and Culture

Develop engagement with Jewish learning and culture.

This outcome is satisfied if an individual has demonstrated one of the following within the past year:

- Meaningful increases in knowledge of or interest in Jewish learning.
- Meaningful increases in knowledge of or interest in Jewish culture.
- Meaningful increases in participation in activities associated with Jewish learning and culture.

Jewish Values

Develop engagement with Jewish values and their practical applications.

This outcome is satisfied if an individual has demonstrated one of the following within the past year:

- Meaningful gains in connection to Jewish values and their practical application, measured by a validated instrument.
- Meaningful gains in preparedness to formulate, advocate and disseminate the messages of Jewish values, measured by a validated instrument.
- Meaningful gains in preparedness to identify and formulate Jewish wisdom and apply it to daily life and/or Jewish practice, measured by a validated instrument.
- Gains toward personal "meaning making" (e.g., in the realms of spirituality, mindfulness, etc.), measured by a validated instrument.
- Meaningful increases in participation in advocacy or impact activities associated with Jewish values.

Israel Engagement

Develop engagement with the People and/or State of Israel.

This outcome is satisfied if an individual has demonstrated one of the following within the past year:

- Meaningful increases in connection to the People and/or State of Israel, measured by a validated instrument.
- Meaningful increases in connection to Israel's culture, history and/or knowledge of the ongoing Arab-Israeli conflict, measured by a validated instrument.
- Meaningful increases in participation in activities associated with preparedness to advocate on behalf of Israel.
- Meaningful increases in activity associated with the People and/or State of Israel.

Jewish Peoplehood

Provide the necessary religious, cultural, and ethnic resources to enhance and fortify Jewish peoplehood in communal and global contexts.

This outcome is satisfied if an individual has demonstrated one of the following within the past year:

- Meaningful increases in connection between Jews in North America and the Jewish People in Israel and Diaspora communities, measured by a validated instrument.
- Meaningful increases in knowledge of the Jewish People's relationship to tolerance and diversity.
- Meaningful increases in knowledge of Jewish heritage (e.g., the Holocaust, Sephardic Diaspora, etc.) and the application to modern-day issues.

Jewish Sustainability and Welfare

Provide the necessary resources for sustainable Jewish life and establish a safe environment for Jews.

This outcome is satisfied if individual/organization has demonstrated one of the following within the past year:

- Increased access to Jewish agencies that support Jewish connectivity, learning, and culture or values.
- Increased access to sustainability resources and welfare for Jews.
- Reduced antisemitic threat and/or activity.
- Increased advocacy for political policies intended to increase Jewish security.
- Increased preparedness to combat antisemitism.



Impact and Measures Guide

Outcome: Jewish Connectivity

Definition: Develop or strengthen engagement with Jewish life and/or enhance one's connection to a Jewish network.

Measure	Alignment to the Outcome	SOM	Literature
Increase frequency of/Interest in celebrating Shabbat	Meaningful increases in participation and/or interest in Jewish life	Strong	35
Increase number/Importance of Jewish friends	Meaningful broadening of a Jewish social network.	Strong	32
Increase volunteering/engagement in Jewish community	Meaningful increases in participation and/or interest in Jewish life	Strong	32
Feel joy about/pride in being Jewish	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Strong	27
Increase attendance at religious services	Persistent participation and/or interest in Jewish life	Strong	26
Increase participation in Jewish community organizations/activities	Persistent participation and/or interest in Jewish life	Strong	25
Shaped career path/developed professional Jewish network	Meaningful broadening of a Jewish social network.	Strong	23
Celebrating Jewish holidays	Persistent participation and/or interest in Jewish life	Strong	22
Increase participation in Jewish actions/practices/rituals	Meaningful increases in participation and/or interest in Jewish life	Strong	20
Establish strong friendships with other Jews	Meaningful broadening of a Jewish social network.	Strong	19
Joined or likely to join a Jewish congregation	Persistent participation and/or interest in Jewish life	Strong	16
Increased attendance/enjoyment of Jewish programs and events	Meaningful increases in participation and/or interest in Jewish life	Strong	14
Attendance/likely attendance of Jewish day school/ECE	Meaningful increases in participation and/or interest in Jewish life	Strong	9
New or increased usage of Jewish websites	Meaningful increases in participation and/or interest in Jewish life	Strong	9
Attendance/likely attendance of Jewish camp	Meaningful increases in participation and/or interest in Jewish life	Strong	9
Adopt unique homebased Jewish traditions	Meaningful increases in participation and/or interest in Jewish life	Strong	8
Gained new or increased support or advice from rabbi/counselor/advisor	Meaningful broadening of a Jewish social network.	Strong	8



New or increased connections with young Jewish adults in the community	Meaningful broadening of a Jewish social network.	Strong	8
Participation in Jewish social groups	Meaningful increases in participation and/or interest in Jewish life	Strong	8
Keep kosher or observe Jewish food traditions	Meaningful increases in participation and/or interest in Jewish life	Strong	8
Attendance/likely attendance of Hebrew/congregational school	Meaningful increases in participation and/or interest in Jewish life	Strong	8
Increased Jewish activities with other families/children	Meaningful increases in participation and/or interest in Jewish life	Strong	8
Growth in Hillel activity	Meaningful increases in participation and/or interest in Jewish life	Strong	8
Developed relationships with Jewish mentors, role models and educators	Meaningful broadening of a Jewish social network.	Strong	7
Increased knowledge of Jewish holidays and Shabbat	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Strong	5
Attend Passover seder	Meaningful increases in participation and/or interest in Jewish life	Strong	4
Incorporate Jewish practices into daily life	Meaningful increases in participation and/or interest in Jewish life	Strong	4
Creating/maintaining positive relationships with Jewish/Israeli counselors and staff	Meaningful broadening of a Jewish social network.	Strong	3
Light Hanukkah candles	Meaningful increases in participation and/or interest in Jewish life	Strong	3
New or increased participation in a Jewish learning group	Meaningful increases in participation and/or interest in Jewish life	Strong	3
New or increased engagement in personal Jewish prayer outside organized religious services	Meaningful increases in participation and/or interest in Jewish life	Strong	3
Hosted Jewish rituals/gatherings	Meaningful increases in participation and/or interest in Jewish life	Strong	3
Fast during Yom Kippur	Meaningful increases in participation and/or interest in Jewish life	Strong	3
Carrying out Jewish ceremonies as a family	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Strong	3
Had/Likely will have a Bar/Bat Mitzvah	Persistent participation and/or interest in Jewish life	Strong	3
Gaining/maintaining a strong Jewish social network	Meaningful broadening of a Jewish social network.	Strong	2
Attend High Holiday services	Meaningful increases in participation and/or interest in Jewish life	Strong	2

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Saying Jewish prayers	Meaningful increases in participation and/or interest in Jewish life	Strong	2
Share Jewish/Israel content on social media	Meaningful increases in participation and/or interest in Jewish life	Strong	2
Change in Jewish practice	Persistent participation and/or interest in Jewish life	Strong	2
Cook Jewish food	Meaningful increases in participation and/or interest in Jewish life	Strong	1
Enrollment in advanced Jewish education programs	Meaningful increases in participation and/or interest in Jewish life	Strong	1
Enrollment in Jewish after-school or weekend programs	Meaningful increases in participation and/or interest in Jewish life	Strong	1
Increase connection to Jewish community	Meaningful increases in participation and/or interest in Jewish life	Moderate	46
Strengthen/explore personal Jewish identity	Meaningful increases in participation and/or interest in Jewish life	Moderate	38
Gained leadership skills/new leadership roles in Jewish community	Meaningful increases in participation and/or interest in Jewish life	Moderate	34
View Judaism as important aspect of one's identity	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Moderate	23
Increased likelihood of pursuing employment in Jewish space	Meaningful increases in participation and/or interest in Jewish life	Moderate	23
Increased involvement/interest in Jewish community life	Meaningful increases in participation and/or interest in Jewish life	Moderate	20
Awareness of diverse forms of Jewish identity	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Moderate	16
Increased feeling of comfort in participating in Jewish practice	Meaningful increases in participation and/or interest in Jewish life	Moderate	6
Importance of making Shabbat feel different than rest of week	Meaningful increases in participation and/or interest in Jewish life	Moderate	6
Increased Jewish religious/cultural self-identity	Meaningful increases in participation and/or interest in Jewish life	Moderate	6
Parents begin to connect with other Jewish parents	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Moderate	5
New or increased desire to stay involved in Jewish life after school	Meaningful increases in participation and/or interest in Jewish life	Moderate	4
Increased discussions about Jewish life among spouses/parents	Meaningful increases in participation and/or interest in Jewish life	Moderate	4
Increased positive perceptions about Jewish life	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Moderate	3



Comfort in identifying oneself as Jewish to others	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Moderate	2
Obtaining a rhythm through Jewish practices	Meaningful increases in participation and/or interest in Jewish life	Moderate	2
Increased importance of attending school with strong Jewish presence	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Moderate	2
New or increased knowledge of work local Jewish community does abroad	Persistent participation and/or interest in Jewish life	Moderate	1
Comfortable expressing Jewish identity in a unique way	Meaningful increases in personal Jewish pride and/or connection to Jewish identity	Moderate	1
Creating or maintaining an association of camp activities with Judaism	Meaningful increases in participation and/or interest in Jewish life	Moderate	1
Increased likelihood of socializing with other Jews	Meaningful broadening of a Jewish social network.	Weak	9
New or increased frequency of wearing clothing/jewelry with Jewish words/symbols	Meaningful increases in participation and/or interest in Jewish life	Weak	5
Consider Jewish identity distinct from the non-Jewish world	Meaningful increases in participation and/or interest in Jewish life	Weak	1
Desire to increase religious observance	Meaningful increases in participation and/or interest in Jewish life	Weak	1
Connection to Jewish traditions/customs	Meaningful increases in participation and/or interest in Jewish life	Weak	1

Outcome: Jewish Learning and Culture

Definition: Develop engagement with Jewish learning and culture.

Measure	Alignment to the Outcome	SOM	Literature
Seeking out books, music, or other Judaism-related arts and culture	Meaningful increases in knowledge of or interest in Jewish culture	Strong	16
New or increased Hebrew skills	Meaningful increases in knowledge of or interest in Jewish learning	Strong	9
Participation in Jewish cultural events	Meaningful increases in knowledge of or interest in Jewish culture	Strong	8
New or increased participation in Jewish learning/text study	Meaningful increases in participation in activities associated with Jewish learning and culture.	Strong	8
Incorporate Jewish traditions in life cycle events	Meaningful increases in knowledge of or interest in Jewish culture	Strong	2

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Increase confidence/knowledge of topics connected to Jewishness	Meaningful increases in knowledge of or interest in Jewish learning	Moderate	34
Increase interest in learning about Judaism	Meaningful increases in knowledge of or interest in Jewish learning	Moderate	22
Increase in the frequency discussing Jewish topics	Meaningful increases in knowledge of or interest in Jewish learning	Moderate	14
New or increased academic focus on Judaism	Meaningful increases in knowledge of or interest in Jewish culture	Moderate	9
Increase understanding of the meaning behind Jewish rituals and traditions	Meaningful increases in knowledge of or interest in Jewish culture	Moderate	5
Importance of/interest in studying Hebrew	Meaningful increases in knowledge of or interest in Jewish learning	Moderate	5
Gained exposure to new Jewish traditions	Meaningful increases in knowledge of or interest in Jewish culture	Moderate	2
Educators feel more qualified to teach about the Holocaust	Meaningful increases in knowledge of or interest in Jewish learning	Moderate	1
Increased enjoyment of studying Hebrew	Meaningful increases in knowledge of or interest in Jewish learning	Moderate	1
Increased time spent thinking about issues of Jewishness and spirituality	Meaningful increases in knowledge of or interest in Jewish learning	Weak	15
Increased expression/prioritization of spirituality/belief in God	Meaningful increases in knowledge of or interest in Jewish learning	Weak	9
Growth in Jewish learning activity	Meaningful increases in knowledge of or interest in Jewish learning	Weak	8
Deepened connection to Jewish texts	Meaningful increases in participation in activities associated with Jewish learning and culture.	Weak	2
Admiration of Jewish celebrities & contemporary political figures	Meaningful increases in knowledge of or interest in Jewish culture	Weak	1
Admiration of Jewish historical leaders	Meaningful increases in knowledge of or interest in Jewish culture	Weak	1

Outcome: Jewish Values

Definition: Develop engagement with Jewish values and their practical applications.

Measure	Alignment to the Outcome	SOM	Literature
Likelihood/Frequency of donating to a Jewish charity	Meaningful gains in preparedness to formulate, advocate and disseminate the messages of Jewish values	Strong	13



Making a charitable contribution	Meaningful increases in participation in advocacy or impact activities associated with Jewish values	Strong	7
Increased civic engagement/responsibility	Meaningful increases in participation in advocacy or impact activities associated with Jewish values	Strong	5
Increased philanthropy/deepened connection to Jewish giving	Meaningful increases in participation in advocacy or impact activities associated with Jewish values	Strong	4
Perceive the importance of in-marriage/dating Jews	Meaningful gains in connection to Jewish values and their practical application	Moderate	19
Connects Jewish values to service/ethics/justice	Meaningful increases in participation in advocacy or impact activities associated with Jewish values	Moderate	17
Strengthened commitment to social justice	Meaningful increases in participation in advocacy or impact activities associated with Jewish values	Moderate	14
Importance of raising Jewish children	Meaningful gains in preparedness to formulate, advocate and disseminate the messages of Jewish values	Moderate	12
Looks to Judaism to guide life decisions	Meaningful gains in connection to Jewish values and their practical application	Moderate	11
Increased discussions about Jewish values, ideas, beliefs as a family	Meaningful gains in preparedness to formulate, advocate and disseminate the messages of Jewish values	Moderate	11
New or increased awareness of Jewish concepts and values	Meaningful gains in preparedness to formulate, advocate and disseminate the messages of Jewish values	Moderate	10
Increased appreciation of Judaism's centrality/relevance in life	Meaningful gains in preparedness to identify and formulate Jewish wisdom and apply it to daily life and/or Jewish practice	Moderate	10
Increased likelihood of donating to a Jewish Federation	Gains toward personal meaning making	Moderate	2
New or increased connection of Judaism to the outdoors, food, or the environment	Meaningful gains in connection to Jewish values and their practical application	Moderate	2
Increased "upstander" behavior among students	Meaningful increases in participation in advocacy or impact activities associated with Jewish values	Moderate	1
Become more caring due to Jewish activities	Meaningful gains in connection to Jewish values and their practical application	Weak	3
Time spent thinking about issues that improve the world	Gains toward personal meaning making	Weak	2
Importance of ethical and universally valued actions	Meaningful gains in connection to Jewish values and their practical application	Weak	1

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Outcome: Israel Engagement

Definition: Develop engagement with the People and/or State of Israel.

Measure	Alignment to the Outcome	SOM	Literature
Increase likelihood/frequency of visiting Israel	Meaningful increases in activity associated with the People and/or State of Israel	Strong	23
Participation/donation to Israel organization or advocacy group	Meaningful increases in connection to the People and/or State of Israel	Strong	12
Description of Israel as a home and homeland	Meaningful increases in connection to the People and/or State of Israel	Strong	10
Increased connection to Israeli peers	Meaningful increases in connection to the People and/or State of Israel	Strong	6
Participation/interest in Birthright	Meaningful increases in connection to the People and/or State of Israel	Strong	3
Promote business partnerships in Israel	Meaningful increases in connection to the People and/or State of Israel	Strong	1
Share positive feelings about Israel with friends/colleagues	Meaningful increases in connection to the People and/or State of Israel	Strong	1
Feel a connection/attachment to Israel	Meaningful increases in connection to the People and/or State of Israel	Moderate	50
Increased interest in learning about Israel	Meaningful increases in connection to Israel's culture, history and/or knowledge of the ongoing Arab-Israeli conflict	Moderate	14
Improved understanding about contemporary Israel	Meaningful increases in connection to Israel's culture, history and/or knowledge of the ongoing Arab-Israeli conflict	Moderate	14
Description of Israel as a Jewish identity place	Meaningful increases in connection to the People and/or State of Israel	Moderate	11
Participation in Israel-related events	Meaningful increases in connection to the People and/or State of Israel	Moderate	8
Increased knowledge of Israeli arts and culture	Meaningful increases in connection to Israel's culture, history and/or knowledge of the ongoing Arab-Israeli conflict	Moderate	8
New or increased support for Israel	Meaningful increases in connection to the People and/or State of Israel	Moderate	8
Increased sense of responsibility to Israel/Israelis	Meaningful increases in connection to the People and/or State of Israel	Moderate	5
Increased discussions about Israel with those who hold different views	Meaningful increases in connection to the People and/or State of Israel	Moderate	4
Better at identifying reputable news about Israel	Meaningful increases in connection to the People and/or State of Israel	Moderate	3

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Comfort identifying as a supporter of Israel	Meaningful increases in connection to the People and/or State of Israel	Moderate	2
Increase confidence/knowledge of topics connected to Israel	Meaningful increases in connection to the People and/or State of Israel	Weak	32
Increase likelihood to initiate/engage in conversations about Israel	Meaningful increases in connection to the People and/or State of Israel	Weak	16
Increased time spent thinking about attitudes towards Israel	Meaningful increases in connection to the People and/or State of Israel	Weak	5
Description of Israel as a place associated with negative ideas	Meaningful increases in connection to Israel's culture, history and/or knowledge of the ongoing Arab-Israeli conflict	Weak	3
Concern about Israel	Meaningful increases in connection to the People and/or State of Israel	Weak	1
Interest in serving in IDF	Meaningful increases in connection to the People and/or State of Israel	Weak	1
Admiration of Zionist/Israeli leaders	Meaningful increases in connection to Israel's culture, history and/or knowledge of the ongoing Arab-Israeli conflict	Weak	1
Description of Israel as a safe place	Meaningful increases in connection to Israel's culture, history and/or knowledge of the ongoing Arab-Israeli conflict	Weak	1

Outcome: Jewish Peoplehood

Definition: Provide the necessary religious, cultural, and ethnic resources to enhance and fortify Jewish peoplehood in communal and global contexts.

Measure	Alignment to the Outcome	SOM	Literature
Increased knowledge of diversity in Israel	Meaningful increases in knowledge of the Jewish People's relationship to tolerance and diversity	Strong	3
Taking a more active role in global Jewish issues	Meaningful increases in connection between Jews in North America and the Jewish People in Israel and Diaspora communities	Strong	1
Feel a connection to/have knowledge of Jewish heritage	Meaningful increases in knowledge of Jewish heritage (e.g., the Holocaust, Sephardic Diaspora, etc.) and the application to modern-day issues	Moderate	24
Feel a new or increased responsibility to help Jews	Meaningful increases in connection between Jews in North America and the Jewish People in Israel and Diaspora communities	Moderate	14



Increase connections with Jewish peers around the world	Meaningful increases in connection between Jews in North America and the Jewish People in Israel and Diaspora communities	Moderate	14
Follows news about Jews and Israel	Meaningful increases in connection between Jews in North America and the Jewish People in Israel and Diaspora communities	Moderate	11
Feel a positive connection to Jews around the world and in Israel	Meaningful increases in connection between Jews in North America and the Jewish People in Israel and Diaspora communities	Moderate	10
Increased connection with/interest in the Holocaust	Meaningful increases in knowledge of Jewish heritage (e.g., the Holocaust, Sephardic Diaspora, etc.) and the application to modern-day issues	Moderate	4
Feel knowledgeable about Judaism around the world	Meaningful increases in knowledge of the Jewish People's relationship to tolerance and diversity	Moderate	3
Inspired to enrich Jewish communities around the world	Meaningful increases in connection between Jews in North America and the Jewish People in Israel and Diaspora communities	Weak	1
Increased sense of hope for the Jewish people	Meaningful increases in connection between Jews in North America and the Jewish People in Israel and Diaspora communities	Weak	1

Outcome: Jewish Sustainability and Welfare

Definition: Provide the necessary resources for sustainable Jewish life and establish a safe environment for Jews.

Measure	Alignment to the Outcome	SOM	Literature
Dispelled stereotypes about Jews or Israel	Reduced antisemitic threat and/or activity	Strong	1
New or increased concerns about antisemitism	Increased preparedness to combat antisemitism	Moderate	8

