



elevated

IMPACT REPORT **2024**

A revolutionary partnership in early childhood Jewish education



ElevatEd in 2024

Early childhood Jewish education (ECJE) plays a transformative role in fostering vibrant and enduring Jewish communities. As the engine of communal vitality, ECJE nurtures long-term engagement for the next generation of Jewish families.

In 2023, only 32% of all early childhood centers in the US were fully staffed.¹

While the national teacher shortage has posed challenges for our early childhood centers, limiting their ability to welcome every family into this essential experience, ElevatEd is making a significant impact. Together with our national partners, ElevatEd is actively building new pathways for teachers to join and thrive in our communities.

We extend heartfelt gratitude to our generous national and local funders, whose visionary leadership makes this vital work possible. We also thank our dedicated educators, directors, and community leaders who bring this vision to life every day.

In 2024, we expanded from five to 12 pioneering communities across the country. In each city, ElevatEd focused on recruiting, retaining, and professionalizing the field. We launched a robust suite of recruitment tools, including a comprehensive digital marketing campaign and direct recruitment support.



Through deep engagement across our communities, we trained over 700 early childhood directors, mentors, and educators across three curricula designed to enhance retention and foster professional growth.

Moving forward, we are expanding to new communities and implementing increasingly sophisticated and targeted interventions for teacher recruitment and professionalization.

Thank you for joining us on this important journey. Your support is essential as ElevatEd helps shape the future of Jewish communal life through the power of early childhood education.

Orna Siegel

Orna Siegel
Executive Director



¹ NAEYC (2024). "We Are NOT OK"

our purpose

ElevatEd is a groundbreaking, collaborative pilot envisioned to attract, train, and support early childhood Jewish educators. Over the last year, the initiative has collaborated with funders, practitioners, educators, and community leaders to address the critical educator shortage and work to expand the field of early childhood Jewish education in North America.



our work

Recruit: ElevatEd helps early childhood centers recruit new educators through digital marketing, automation in the hiring process, incentivizing ambassadorship, and local outreach.

Retain: ElevatEd builds national and local professional networks while enhancing competence and confidence through three training curricula:

- **Emerging Educator Training:** Teaching, child development, and Judaics, for those with 0-3 years of experience.
- **Mentor Training:** Reflective practice and peer coaching for those with 4-10 years of experience.
- **Director Training:** Strategies for effective talent recruitment and stable, quality staffing.

Professionalize: We provide funding for early childhood credentials and college credit, assist directors in developing training and onboarding systems, and conduct research to understand the field's challenges and opportunities.

revolutionary **PARTNERSHIP**

Shared vision. Shared work. National impact.

ElevatEd's transformative impact on early childhood Jewish education is a direct result of the unprecedented partnership between JCC Association of North America, Jewish Federations of North America (JFNA), and Union of Reform Judaism (URJ).

This groundbreaking collaboration offers comprehensive support, including operational and supervisory assistance from JCC Association, community engagement and financial backing from JFNA, and access to URJ technology.

This partnership has created a strong foundation for ElevatEd to address the critical shortage of qualified early childhood educators and expand access to high-quality Jewish early childhood education for families.



Meaningful collaboration is brought to life through active participation at the local level.



35
URJ congregations
150+
educators



22
JCCs
100+
educators



11
Local Federations

transformative **INVESTMENT**

“Jewish early childhood education is a key lever for change in the Jewish community. There have been very few national efforts to tackle this enormous challenge. We came together with our partners at Crown Family Philanthropies and the key organizational partners to dream up this bold experiment.”
Dawne Bear Novikoff, Jim Joseph Foundation

Crown Family Philanthropies, the Jim Joseph Foundation, and the Samuels Family Foundation generously invested \$8.5 million to launch this three-year pilot initiative aimed at uplifting early childhood educators and their communities.

This visionary support provided essential resources for ElevatEd's core programming, enabling local communities to contribute more than \$2.5 million to drive meaningful change. This national funding galvanized local investment, allowing ElevatEd to collaborate at every level to attract attention and resources that address the needs of Jewish families with young children.

National Funders

Crown Family Philanthropies
Jim Joseph Foundation
Samuels Family Foundation

Local Funders

Atlanta

Jewish Federation of Greater Atlanta

Boston

Combined Jewish Philanthropies (CJP)

Chicago

Anonymous Funder

Jewish United Fund (JUF)

Cleveland

Jack, Joseph and Morton Mandel Foundation for the Jewish Education Center of Cleveland

Denver/Boulder

Bender West Family Foundation, Jay and Rose Phillips Family Foundation of Colorado, Jewish Colorado, and Shana Glassman Foundation

East Bay (San Francisco)

Rodan Family Foundation

Houston

Samuels Family Foundation

Long island

UJA - Federation of New York

Miami

Greater Miami Jewish Federation

Pittsburgh

Jewish Federation of Greater Pittsburgh

Seattle

Jewish Federation of Greater Seattle

St. Louis

Jewish Federation of St. Louis

our GOALS 2024



1 **Build new teacher recruitment pathways**

ElevatEd is addressing the critical shortage of qualified early childhood educators through innovative recruitment strategies, ensuring fully staffed centers and vibrant Jewish learning environments for children and families.

2 **Improve teacher retention**

ElevatEd's curricula and mentorship program boost educator confidence and competence, fostering retention within centers. This ensures continuity of care, strengthens community engagement, and reduces turnover costs, ultimately creating thriving learning environments for children.

3 **Professionalize and uplift the field**

ElevatEd helps educators earn early childhood credentials and college credit while building national professional networks. Through ongoing professional development and mentorship, ElevatEd improves the standards and reputation of early childhood Jewish education.



data SOURCES

This impact report is supported by comprehensive data collected through various methods to evaluate the ElevatEd initiative effectively.



Data from Rosov Consulting

As ElevatEd's evaluation partner, Rosov Consulting conducted surveys, focus groups, and interviews with participants and stakeholders across the ElevatEd initiative. The insights gained from these efforts provide a robust understanding of the program's impact and effectiveness.



ElevatEd Surveys, Interviews, and Focus Groups

In addition to our partnership with Rosov Consulting, ElevatEd undertook its own surveys and conducted interviews and focus groups. This primary data collection allowed us to gather firsthand feedback from participants, enriching our evaluation process and informing future improvements.



Analytics from PeopleScout

PeopleScout, ElevatEd's recruitment process outsourcer, implemented and measured the digital marketing campaign and direct recruitment efforts. Their analytics provide valuable insights into recruitment effectiveness and candidate engagement.



Reports from JazzHR

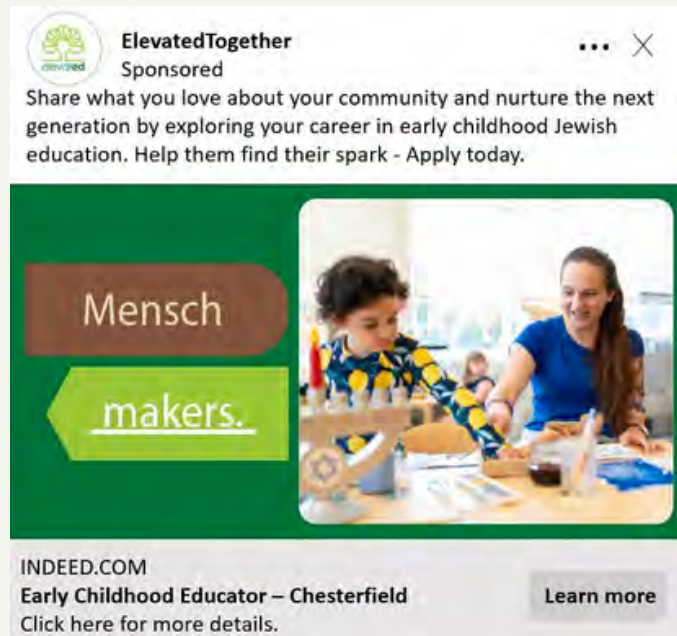
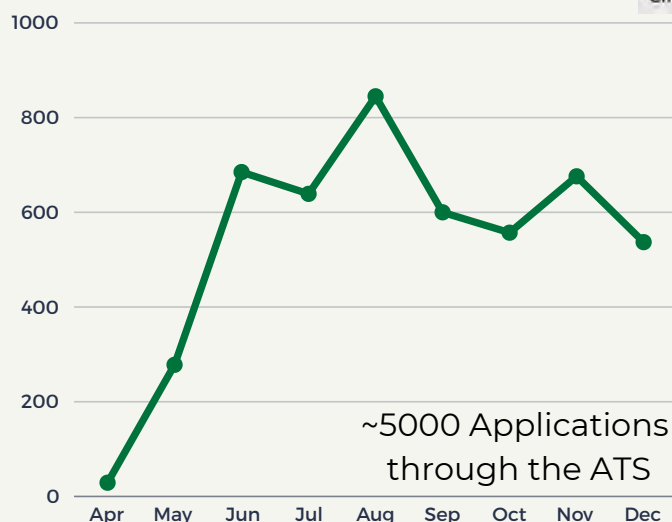
Reports generated from JazzHR, ElevatEd's applicant tracking system, offer additional data on candidate applications, hiring trends, and process efficiencies, supporting a comprehensive analysis of our recruitment strategies.

RECRUIT

1 Find Talent

A targeted digital marketing campaign drove prospective educators to ElevatEd job postings and the ElevatEd careers page.

Source: PeopleScout



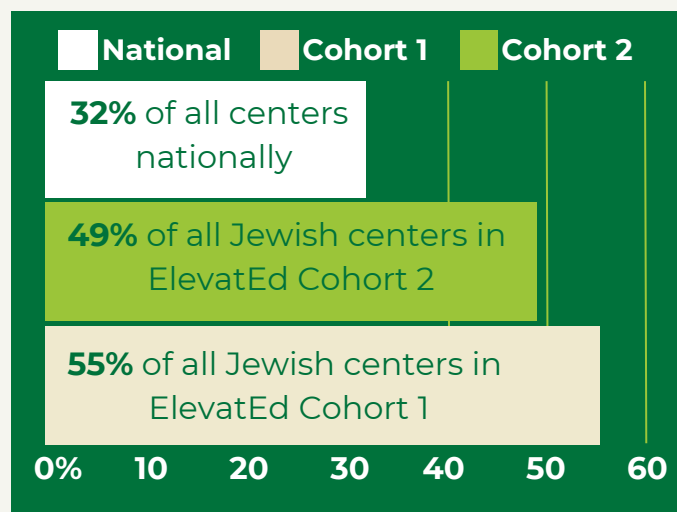
2 Engage

By introducing an applicant tracking system (ATS), ElevatEd empowered communities to efficiently recruit and hire qualified early childhood educators, expanding the pool of talent and strengthening the field.

Source: JazzHR

3 Hire

In 2023, **only 32%** of early childhood centers nationally were fully staffed, underscoring a critical workforce crisis. In contrast, ElevatEd's targeted interventions have made a measurable impact: **55% of Cohort 1 schools and 49% of Cohort 2 schools** achieved full staffing by the start of the 2024 school year.



Sources: NAYCE "We Are NOT OK" Feb 2024 & ElevatEd Survey

RETAIN

When educators feel confident and competent in their roles, they are more likely remain in the field.

87%

Average staff retention in ElevatEd schools in 2024

Emerging Educator Curriculum

Teachers with 0-3 years experience

Implemented distinct classes for teachers of younger and older children and diversified Jewish courses, ensuring that every new(ish) teacher felt seen and supported.

Emerging Mentor Curriculum

Teachers with 4-10 years experience

Targeted mentor training for early-mid career educators. By focusing on this critical period when they are at risk of leaving the field ElevatEd is increasing retention and improving quality.

Director Curriculum

Directors and other administrators

Addressed director burnout with proactive recruitment strategies and practical tools, streamlining staffing and fostering a stable educational environment.



If it weren't for Elevated, I might have quit before the year was over. Now I am feeling excited to continue to learn and grow as an educator.

Emerging Educator

PROFESSIONALIZE

by the numbers

143
schools

705
educators
trained with
ElevatEd

285 emerging
educators

237 emerging
mentors

183 directors &
administrators

137
educators earning
a credential or
college credits

7,000+
hours of
mentor-emerging
educator meetings

+22%
in professional
networks



emerging EDUCATORS

246

educators with 0-3 years of experience in early childhood Jewish education, developing skills through ElevatEd's training and mentoring.

**50 hours of professional learning
with ElevatEd**

+24%

Improved self-assessment in teaching

96%

Find work rewarding

+25%

Confidence in teaching Jewish Traditions

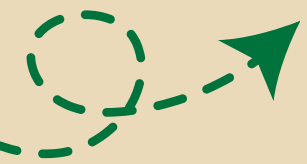
“

I feel more confident in my decisions. Other teachers and people in the facility kind of look at me as a little more competent. I felt like a baby teacher at the beginning. I am feeling more capable and confident and stronger as an educator.

Emerging Educator

Source: Rosov Consulting 2023-2024 Evaluation





Who are the *emerging* **EDUCATORS?**

What we **learned**



How we **responded**



Most (55%) do **not** have a **bachelor's degree**

Educators can earn college credits or an early childhood credential through ElevatEd.



Most (55%) are **not Jewish**

ElevatEd added monthly Jewish themes and diversified classes for New to Jewish, Jewish Holidays, and Torah stories.



About one in three (31%) are **People of Color**

ElevatEd incorporated cultural and diversity training into the Year of Learning.



Mostly **young** (47% in their 20s), but not only (15% are 50+)

ElevatEd fosters strong social-professional support networks across generations.



31% have a native language **other than English**

ElevatEd translated learning materials and created breakout rooms for Spanish and Hebrew speakers.

emerging MENTORS

203 educators with an average of 4-10 years of experience.

25 hours of direct mentoring
23 hours of mentor training
with ElevatEd

Mentors report increased confidence in future professional growth at their center.

98%

Are proud of their work

Mentors report increased confidence, competence, and validation in their work.



It was a great experience, not just as a mentor, but it helped me to improve my own skills at work...I feel like this course wasn't just to help my mentee but helped me to improve as an educator. I think we both were working together and learning at the same time. **Mentor**

13



DIRECTORS

183

Directors and other leaders

ElevatEd Training:

- **Talent Recruitment 101**
- **Advanced Talent Recruitment**
- **Family Recruitment**

Skills Development:

Using Artificial Intelligence
Adding Google Reviews
Developing Personas
Crafting Value Proposition
Effective Onboarding



The director training on recruitment offered crucial, practical skills I'd never received before. ElevatEd's investment in teachers is unmatched, providing invaluable support from both ECE and Jewish perspectives.

recruit

Digital Marketing Campaign
for Recruitment

Applicant Tracking System



retain & professionalize



the future of **ElevatEd**



As we reflect on our progress, we are committed to continuous improvement and innovation to uplift the field of early childhood Jewish education.

We have secured funding to continue support for Cohorts 1 and 2 and are exploring new communities for Cohort 3. Key focus areas ahead include:



Enhanced Teacher Recruitment

Sharpen our targeting to attract top candidates, streamline our hiring process through additional training. Amplify our referral program, empowering educators to promote job openings and build a culture of ambassadorship.



Expanded Early Childhood Director Training

Support our directors in a competitive labor market, broaden training initiatives, and provide essential resources to enhance their leadership skills.



Targeted Training for Emerging Educators

Focus on social-emotional learning, classroom management, and specialized content for infant and toddler education, equipping emerging educators for success.



Robust Impact Measurement

Strengthen our assessment of ElevatEd's impact on teacher quality, retention, and family engagement, ensuring our strategies are data-informed.



Sustained Community Support and Alumni Network

Create a dynamic alumni network to facilitate collaboration and ongoing learning, reinforcing effective recruitment, training, and retention practices.

THANK YOU

The year 2024 has been a journey of learning, growth, and collaboration—a true partnership. Thank you to our supporters and partners, whose generosity and dedication have been instrumental in ElevatEd's progress.

Together, we have taken significant steps toward addressing the critical shortage of educators and strengthening early childhood Jewish education, building a brighter future for our community. May the coming year bring continued success and a deepening of our shared commitment.



My mentor - an absolute gem of a human - has had open ears and arms throughout this entire process. Because of her guidance and empathy I feel more connected to my teaching, school community, and Judaism.

Emerging Educator

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