



# 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.<sup>1</sup>

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



# 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



JCC Association  
of North America  
**22**  
JCCs  
**100+**  
educators



The Jewish Federations  
OF NORTH AMERICA  
**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.

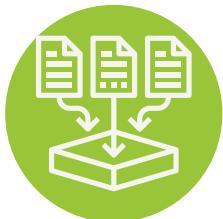
## 3 Professionalize and uplift the field

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.

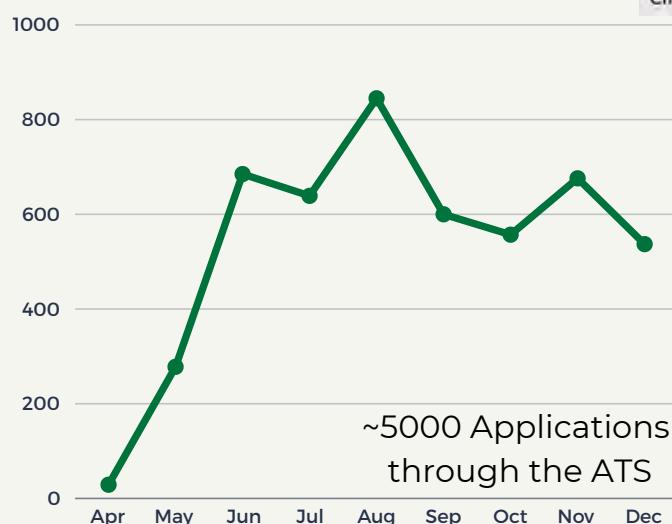
# RECRUIT

1

## Find Talent

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

Source: PeopleScout



 **ElevatedTogether**  
Sponsored

Share what you love about your community and nurture the next generation by exploring your career in early childhood Jewish education. Help them find their spark - Apply today.

**Mensch**  
makers.



INDEED.COM  
**Early Childhood Educator – Chesterfield**  
[Click here for more details.](#) Learn more

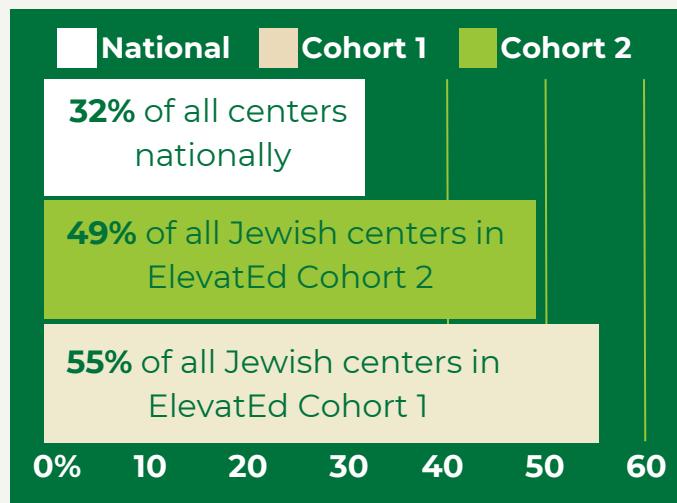
2 Engage

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  
ElevateEd

**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%**

16  
Improved self-  
assessment in  
teaching

**96%**

16  
Find work  
rewarding

**+25%**

16  
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



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



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



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



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



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



## How we responded

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

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

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

ElevatEd fosters strong social-professional support networks across generations.

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.*

**Director**

# recruit

Digital Marketing Campaign  
for Recruitment

Applicant Tracking System

**4M+**

Impressions

**36K+**

Clicks

**5K**

Applications

**500+**

Teachers Hired



# retain & professionalize

**700+**

Teachers  
learning  
with ElevatEd

**400+**

Hours of  
learning

**5,550**

Hours of  
mentor  
meetings

**137**

Teachers  
earning  
credential

# 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**

