

Amy L. Sales, Ph.D.
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Dr. Amy L. Sales recently retired from Brandeis University where she was associate director and senior research scientist at the Cohen Center for Modern Jewish Studies. A social psychologist, her research concerns Jewish institutions and their role in creating Jewish life and community. In her 25 plus years at Brandeis, she led major studies on an array of Jewish institutions including, among others, JCCs, synagogues, schools, summer camps, campus organizations, retreat centers, women's organizations, family foundations, leadership development programs, and others. These studies focused on current issues in the Jewish community: how to raise the level of teen engagement, how to make synagogues more welcoming, how to make Jewish overnight camps more Jewish, how creative leadership changes legacy organizations, how to grow Jewish retreating.

In addition to her research, she was on the faculty of the Hornstein Program for Jewish Professional Leadership where she taught courses on Jewish identity and community and led student trips to Israel, Latin America, and Eastern Europe to help students gain insight into global Judaism. She also organized leadership seminars for professionals and lay leaders in the Jewish community. Along with her colleague David Mersky, she created and led Development at the Core, a nine-month program designed to help Jewish organizations and agencies improve their annual fundraising. She continues to consult to many Jewish synagogues and organizations on assessment and planning.

She is the co-author of *How Goodly Are Thy Tents: Summer Camps as Jewish Socializing Experiences*, the co-editor of *Church and Synagogue Affiliation: Theory, Research and Practice*, and the author of numerous articles and reports related to the American Jewish community. Prior to the pandemic, she was a frequently invited speaker, most recently on the topic of innovating organizations in the Jewish community.

Dr. Sales spends half of the year in Boston and half in the Berkshires, where she is on the Vaad of The Berkshire Minyan and on the board of her cottage association in Stockbridge.