



Summary

Meeting 5 began with Randi Roth, Panel Chair, providing updates, reviewing the panel process, the panel's charge, and the different research options that the panel could pursue. In order to more fully understand each of the options we had a discussion on the details of interviewing experts in the St. Paul Jewish community, other Jewish communities and non-Jewish communities. The panel also discussed hiring a professional interviewer to reach out and interview young people in our target demographics in the St. Paul Jewish community. Each of these topics is described below in greater detail.

Process Updates

During the previous meeting panel members decided that Randi Roth would present at a weekly Federation meeting of the Rabbi's and Agency Executives to update them on the Panel's process and solicit their input about what they are doing to engage the next generation that is going well and to gather input from them about who in the community the panel members should be talking to. Unforeseen circumstances prevented this from happening. As a result, the panel spent time reviewing and narrowing the list of people they'd like to interview.

Considering Research Options

Before deciding how to narrow the list and how the interviews would be conducted, the panel reviewed four different paths they could take. These were to interview:

- 1) Experts we identified—both Jewish and not, local and national
- 2) Young people living in this area
- 3) Both
- 4) Neither of these is right and we need to do something different

The panel decided that it wanted to focus on both the experts and young people living in the area. This led to a discussion on the number of panel meetings being extended beyond eight in order to allow for the time to do both well. It was generally agreed that no one likes extra meetings but that this process was worth doing well. It was agreed that we could add a small number of additional meetings to our calendar. With this agreed the discussion shifted to a discussion about how to proceed with interviews.

Panel 2 Meeting 5 Summary 2.22.2015

Hearing from the next generation: Interviewing considerations

Nora Murphy, process facilitator, explained that no matter what type of interviewing the panel does, there will be blind spots. The panel simply does not have the resources to everything about engaging the next generation of Jews in the Greater St. Paul area. So a purpose of creating a deliberate interviewing strategy is to ensure that we can choose our blind spot, and the areas that we want to focus on. The panel members needed to intentionally decide who they are going to hear from, who they aren't, and be able to articulate how they arrived at this decision.

Nora, the facilitator of the panels, then spent time reviewing both the methods and questions that could be used during an interview of young people in the panel's target demographic.

Interview Questions

The panel gave Nora helpful feedback on potential interview questions including:

- Have a focus on the larger picture and one's life story.
- Have open-ended questions to learn how Judaism comes up organically during the interviewing process as interviewees describe what is important to them
- Ask interviewees what they wish the community offered and about ways that young people can give back.

Interview Process

The importance of being empathetic towards the person's story was emphasized. It was agreed that it is important for the interviewee to have control over their own story and it was agreed that the write-up of the interview would be shared with the interviewee to see if they had any changes to make.

Interview Case Selection

The panel also expressed the importance of using these interviews to get at a target demographic that is hard to reach and wasn't necessarily effectively reached during the listening sessions.

Interviewer

The panel agreed that they would like to have a professional do all of the interviews and that they would like to interview 10 people in the target demographic. A professional interviewer would provide consistency and depth to the interview process. It was agreed that Nora Murphy would submit a proposal to the Federation for the funds to pay for a professional interviewer.

Interviewing Experts

Panel 2 Meeting 5 Summary 2.22.2015

The panel decided that they would also like to interview experts. After discussion about how this could be accomplished, it was agreed that each panelist would sign up to do phone calls, emails and interviews with different experts. People were asked to interview 1-2 people and to select people from our list that they had a relationship with.

The also panel felt that interviewing rabbis in the Twin Cities community would also be valuable and added them to the list of people to contact. The rabbis would receive an email from panelists asking about what worked and didn't in their efforts at engaging 22-35 year olds.

Next Steps

By March 22nd, the panel hopes to have a budget and interview protocol in place for the professional interviewing and to start on contacting experts for interviews. The panel members decided that they also would like to hear from Riv-Ellen Prell at the upcoming meeting. Randi Roth will reach out to Riv-Ellen Prell to see if she is available. If so, David Milavitz, Panel Process Coordinator, will work with the synagogue on getting the media set-up in place for Dr. Prell's presentation.