



### **Context**

Young people in our lives are living in a different world than previous generations. The panel members interviewed experts at engaging Millennials in Jewish and non-Jewish communities locally and nationally. As the interviews were conducted, interview notes were shared with the coordinator who assembled them into a comprehensive document. During this meeting, panelist members discussed what they learned from experts on millennial demographics and discussed methods of learning more from those within the 22-35 year old target age group.

### **Review Riv-Ellen Prell's speech**

The panel members reviewed the presentation made by Riv-Ellen Prell at the previous panel meeting. The conversation focused on three relevant learnings. 1) The younger generation wants to support causes and missions directly rather than supporting an intermediary organization such as the Federation or the United Way. 2) While the younger generation still gives, they choose to do it in their own ways, whether with money or volunteering time. 3) These patterns parallel their attitudes about intermarriage—the younger generation no longer feels compelled to behave like or operates by their parents' and grandparents' cultural norms.

### **Review meeting notes from previous panel meetings**

The panel next spent a brief amount of time reviewing previous meeting notes, noting that they would have the opportunity to review more digitally. Once approved, the notes will be shared on the Jewish Federation of Greater St. Paul's website.

### **Develop case selection criteria**

The Federation approved additional funding to support the hiring of a professional evaluator to conduct interviews with community members. The panel members discussed several demographics that they felt were important to capture in the interviews of 22-35 year olds living in St. Paul. Several are listed below:

- Income
- Race
- Observance
- Education
- Urban vs. Suburban
- Class



There were different levels of affiliation that the panel is looking for along with these demographics:

- Affiliated and born in St. Paul, likely to stay
- Affiliated and moved to St. Paul
- Unaffiliated or unengaged with the St. Paul Jewish community

The panel then discussed several names and groups that should be contacted to identify people in this demographic. Potential groups for contact are:

- Jewish Community Action
- TC Jewfolk
- PJ Library
- Chabad

### **Interviews with engagement experts**

The panel then proceeded to spend time reviewing the panelist interviews of experts in the St. Paul Jewish community, other Jewish communities, and non-Jewish communities. Themes that were prevalent include:

- It is important to reach out to Millennials on a one-to-one basis. They want to be courted and seen as individuals.
- The next generation wants choices and options regarding the activities and programs they engage with. One-size-fits-all does not work anymore.
- Having a relationship-based focus is critical to engaging young people.
- Some organizations have found success bringing programs out of the institution and into people's homes or other less formal settings

The panel members also discussed reading the Rose Community Foundation report "Legwork, Framework, Artwork: Engaging the Next Generation of Jews" written by Shawna Friedman.

(<http://rcfdenver.org/sites/default/files/pdfs/EngagingNextGen.pdf>) This piece discussed how important and crucial it is to think of the Jewish community as a patchwork of mini-communities and focusing on outcomes that work for the next generation of Jews.

### **Review of panel learnings so far**

The panel members reviewed what they have come to understand about the task ahead of them. Ideas include:

- Researching programs through broad data and diverse perspectives
- Looking at different portals of entry into the Jewish community
- Observing what has worked for engaging the next generation and the themes that emerge



- Looking at the make-up of east metro Jewish demographics
- Working to eliminate personal bias in the research.

The panel members also discussed what they have learned about successfully engaging the next generation. Ideas included:

- Investing in youth philanthropy
- Taking an active approach to engaging the next generation of Jews
- Creating 1-on-1 personal connections
- Co-creations (e.g. micro loans for co-sponsored events)
- Supporting movement and cause-based programming

### **Next steps and closing**

Panel will hold May 17<sup>th</sup> as the next meeting date.