



INFORMING
CHANGE 

**MOISHE
HOUSE**

Moishe House: 2018 Evaluation Findings

APRIL 2018

*Prepared for Moishe House
Prepared by Informing Change*

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Introduction

About Moishe House



Founded in 2006, Moishe House inspires Jewish homes for young adults around the world. Through three primary program models (Moishe Houses, Moishe House Without Walls, and immersive Jewish learning experiences), Moishe House provides a space for Jewish young adults to create meaningful, welcoming Jewish communities for themselves and their peers.

Each Moishe House is uniquely shaped by a group of three to five carefully selected residents who live together and dedicate their free time to hosting cultural, social, educational, and religious programs for their peers one to two times per week. Programs are designed to appeal to other young adults and include Shabbat dinners, holiday celebrations, and community service programs.

In addition to the house model, Moishe House pilots innovative initiatives to address the interests and needs of Jewish young adults all over the world, including those not otherwise engaged with Jewish life. Over the years, Moishe House has provided training for these community builders through Jewish Learning Retreats and created a platform for Moishe House alumni to host Moishe House-style programs from their own homes, called Moishe House Without Walls (MHWOW).

Moishe House is now the global leader in peer-led Jewish young adult engagement, enabling over 10,000 programs for over 50,000 unique participants across 27 countries in 2017.

About the Evaluation

This evaluation is a follow-up to studies conducted in 2011 and 2015 and **assesses the ongoing impact of the Moishe House model**, with an emphasis on examining the newer MHWOW program. For 2018, we were able to match survey data for a subset of respondents who participated in the evaluation survey in 2015 and 2018, creating a longitudinal dataset to **examine the impact of Moishe House over time**. Throughout this report, “Moishe House” is used to refer to both the house-based Moishe House model and MHWOW, unless otherwise specified.

This evaluation explores the following areas of inquiry:



Involvement in
Moishe House



Living a
Jewish life



Community
leadership



Connection to Jewish
peers and community



Participant
demographics

These evaluation findings are drawn from a survey conducted in late 2017 through early 2018, modified from the 2015 survey. Moishe House administered the survey to participants, residents, and alumni of Moishe House’s flagship program as well as to participants and hosts of the newer MHWOW program and learning retreat participants. For more information on the evaluation methods and analysis approach, please see Appendix A.

The 2018 evaluation surfaced positive outcomes similar to previous Moishe House evaluations.

- **Moishe House leaves a lasting impact on hosts, residents, and participants alike.** Over time, people maintain their feelings of connection, continue their engagement in Jewish life, and retain knowledge and confidence in leading certain aspects of Jewish life. While ratings about outcomes and levels of connections decrease slightly over time, they remain higher than the ratings respondents gave about the same topics before Moishe House.
- Across the many ways young adults can be involved in Moishe House, as anticipated, those **in leadership positions experience the most change through Moishe House.** Residents are influenced the most, followed by MHWOW hosts, and then learning retreat participants.
- **MHWOW is a strategic way to engage young Jewish adults in the Jewish experiences that are meaningful to them** outside of Moishe House's house-based programs. As a program that reaches former participants and leaders from Moishe House's house-based programs, MHWOW provides an opportunity for young adults to remain engaged in Jewish life via the Moishe House community, on their terms. The growing number of participants and events offered through MHWOW indicate there is high interest and demand for these opportunities.

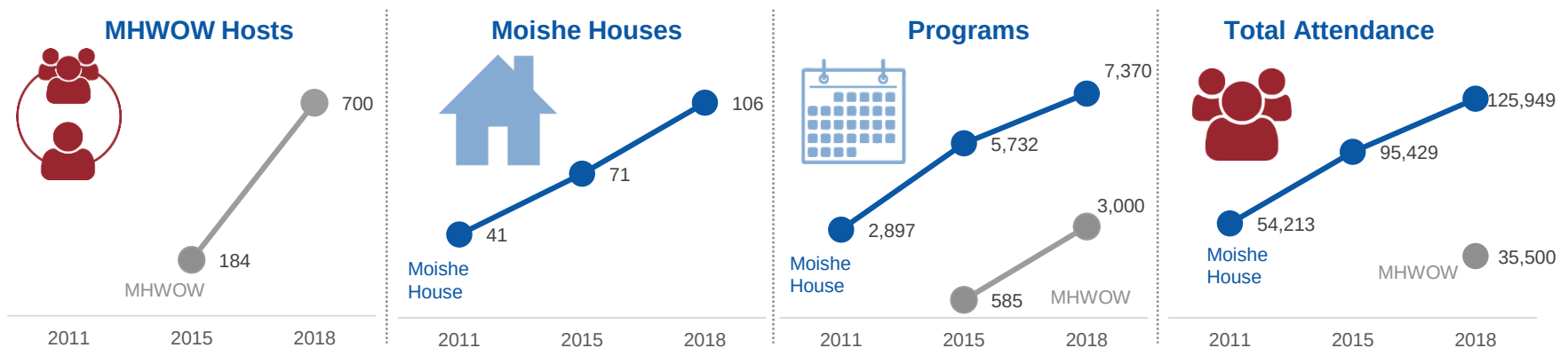
About Moishe House's Programs

Moishe House continues to grow its geographic and programmatic reach, involving more young adults than ever.

- Moishe House continues to add new houses at a rapid clip, with 30 new houses added between 2011 and 2015, and another 35 added between 2015 and 2018. Moishe House nearly doubled its house-based programs from 2011 to 2015, and continued to grow programs from 2015 to 2018, albeit at a slower rate than the previous three years.
- MHWOW is involving a large number of young adults as both program leaders (i.e., hosts) and participants. This reach is increasing.

Moishe House & MHWOW Growth from 2011 to 2018

Exhibit 1

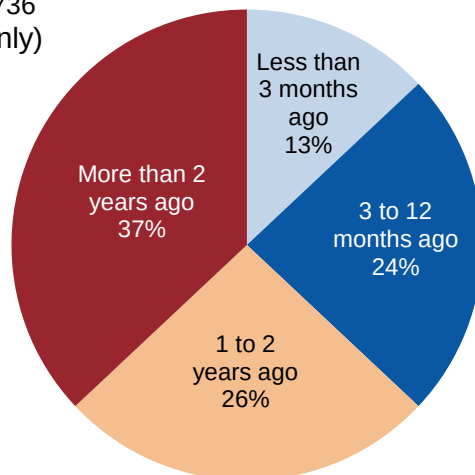


Moishe House is simultaneously sustaining and growing its participant base.

- Nearly one-third of participants were new to Moishe House/MHWOW in the past year, while the other two-thirds have remained involved for over a year (Exhibit 2). This trend of retention and expansion bodes well for healthy ongoing participation levels. In addition, nearly two in three Moishe House/MHWOW participants engage with Moishe House regularly, attending events each month (Exhibit 3).
- MHWOW participants tend to have been part of the program longer than participants in Moishe House's house-based programming (48% and 36%, respectively, joined over two years ago). At the same time, people attend events at houses more frequently than MHWOW events (66% and 55%, respectively, attend once per month or more).

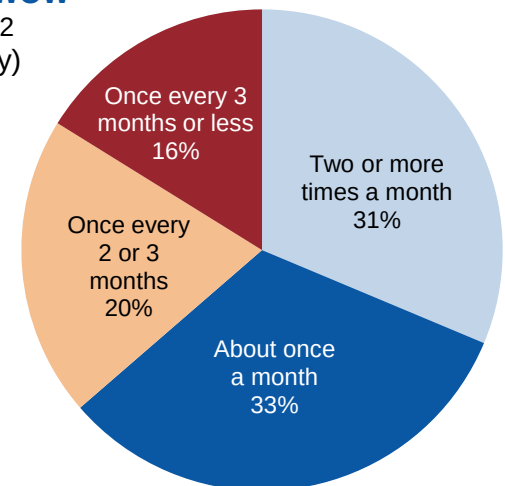
Length of Involvement with Moishe House/MHWOW

Exhibit 2 | n=1,736
(Participants only)



Frequency of Participation in Moishe House/MHWOW

Exhibit 3 | n=1,682
(Participants only)

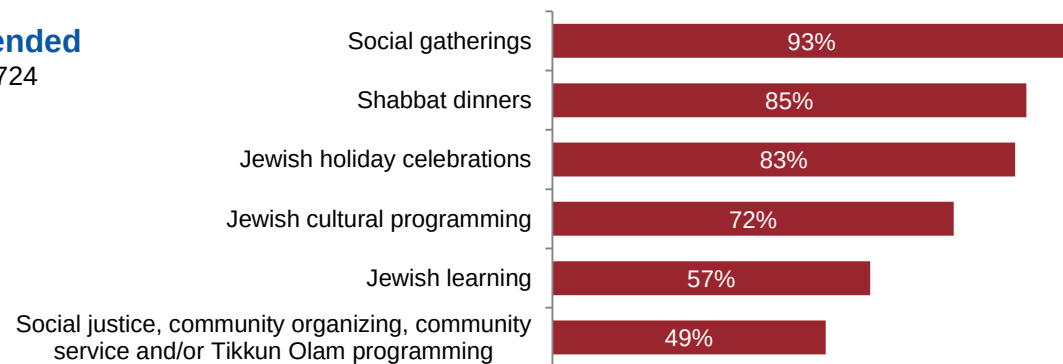


Social gatherings and Shabbat dinners are among the most frequently attended Moishe House and MHWOW events, and they are also the most frequently offered.

- Moishe House offers a variety of program options that participants attend (Exhibit 4).
- Events like social gatherings and Shabbat dinners serve a dual purpose—they are meaningful experiences in and of themselves, and they are also a first step in a larger strategy to help build relationships among participants and program leaders. Relationships then serve as the foundation for getting young adults involved in Moishe House’s deeper opportunities, such as Jewish learning and Tikkun Olam programming. Both types of events are attended by about half of all participants.
- MHWOW participants participate more frequently in Shabbat dinners (90%) and Jewish learning events (65%) than Moishe House participants (85% and 57%, respectively).
- This is consistent with participation patterns in 2015.

Types of Events Attended

Exhibit 4 | n=1,655–1,724
(Participants only)

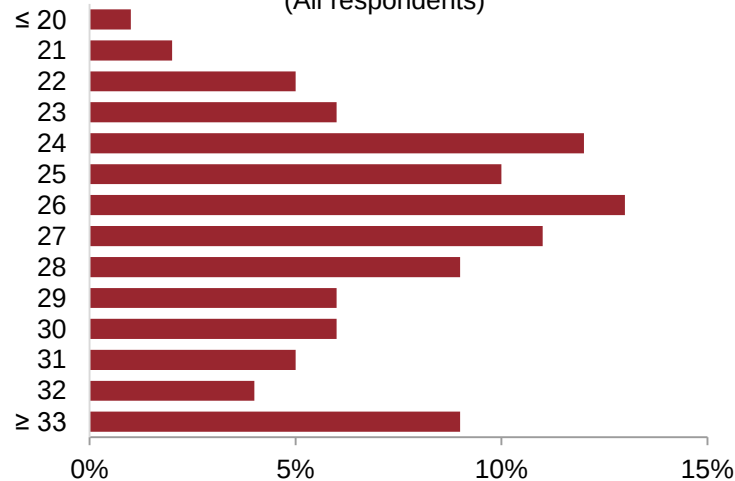


Moishe House attracts Jewish young adults in their 20s and 30s from diverse Jewish backgrounds. The newer MHWOW program model is helping to expand this reach.

- Moishe House primarily attracts young adults ages 22 to 32 (Exhibit 5). The Moishe House participant base is skewing slightly older in 2018 than documented in previous evaluations, likely thanks to the opportunities created by MHWOW for Jewish young adults to continue their Moishe House involvement after their house-based involvement.
- Young adults in Moishe House identify as men (42%), women (56%), non-binary (1%), and self-identified genders (1%).
- Moishe House attracts Jews who are secular as well as those who currently identify with a specific denomination (Exhibit 6).
- MHWOW attracts **more people who identify as Conservative** (23% of hosts and 24% of participants) compared to house activities, while house activities attract more people who identify as culturally or just Jewish (51% of residents and 42% of participants) than MHWOW.
- See Appendix C for further demographic information.

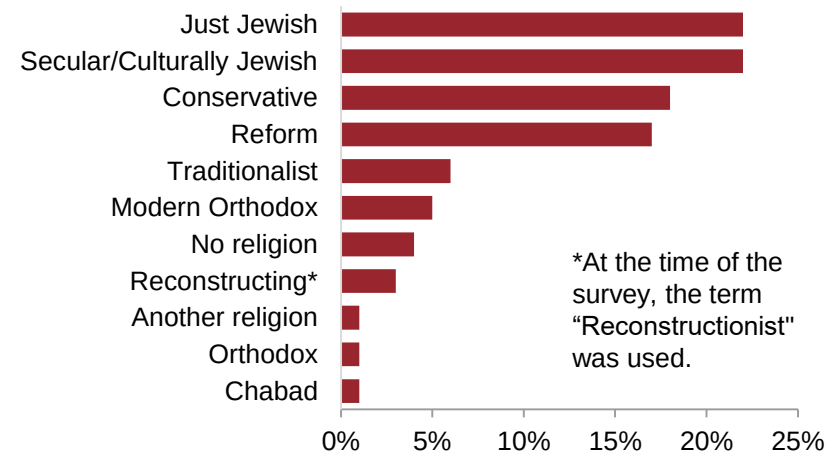
Age

Exhibit 5 | n=1,927
(All respondents)



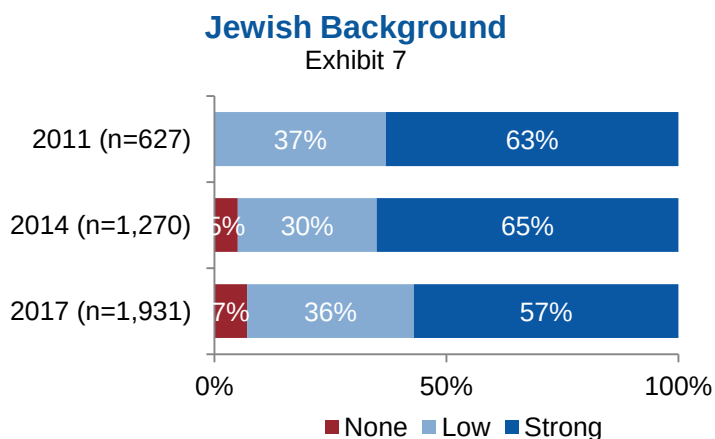
Current Religious Self-Identification

Exhibit 6 | n=1,811
(All respondents)



As Moishe House continues to grow, it may be gradually attracting a growing proportion of participants with more nominal Jewish backgrounds.

- The proportion of people with a strong Jewish background* dropped 8% between 2015 and 2018.** However, this does not yet seem to be a strong trend over time (Exhibit 6).
- The drop in the proportion of people with strong Jewish backgrounds in 2018 occurred among all types of respondents—residents, hosts, participants (of Moishe House and MHWOW), and alumni—although it was most pronounced among participants in house-based programs (from 64% in 2015 to 55% in 2018). More MHWOW hosts (70%) have strong Jewish backgrounds than MHWOW participants (63%), residents (63%), or participants in house-based programs (55%).



- People designated as having no Jewish background (i.e., in the “none” category) tend to participate in International houses—that is, people from international houses make up 40% of those with no Jewish background, but only 24% of the full survey response base. People with no Jewish background participate in Moishe House programs at a similar frequency and attend similar types of programs as the full participant base, with one exception: compared to all respondents, fewer participants with no Jewish background participate in Jewish cultural programming.

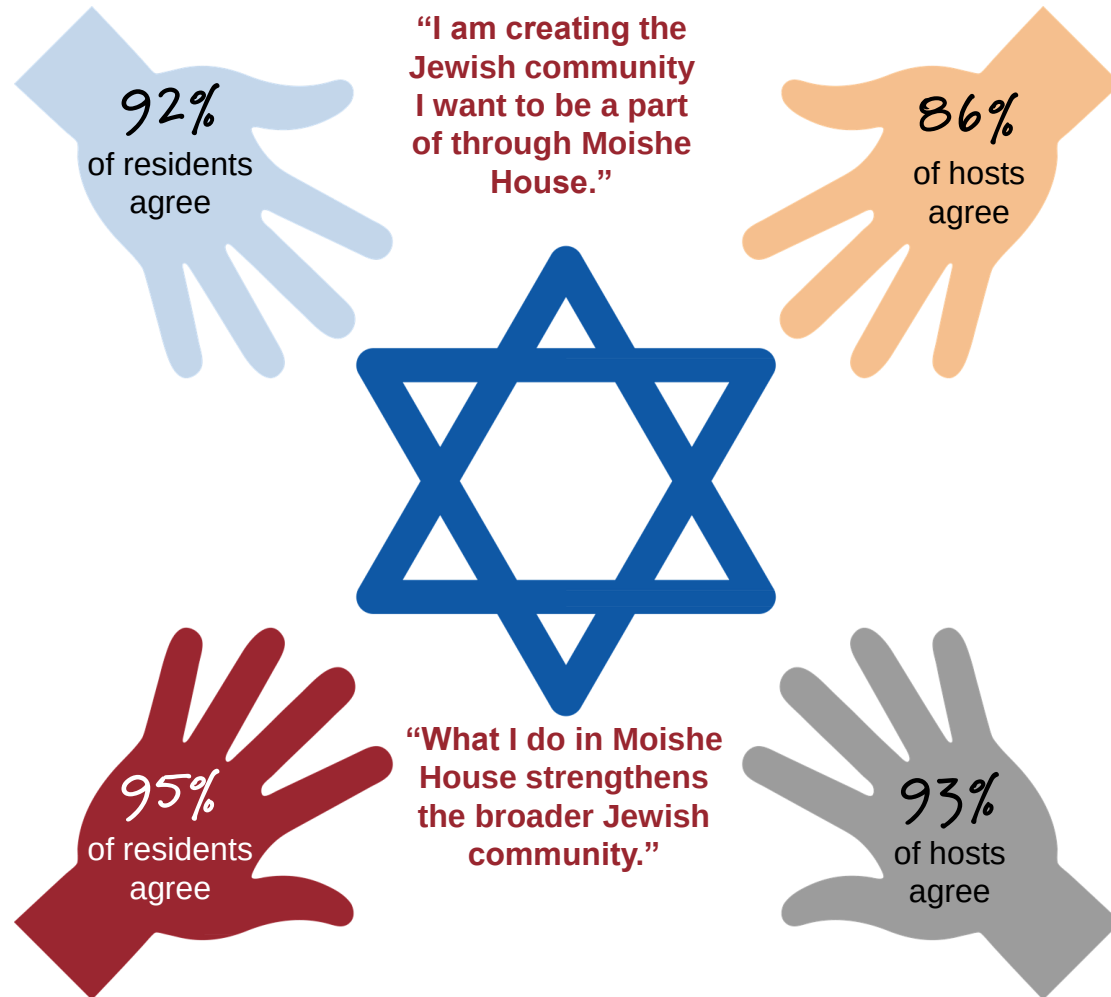
* In 2011, TCC Group determined level of Jewish background by using Steven M. Cohen’s research to guide the selection of six variables measuring respondents’ Jewish backgrounds. The variables included the following: 1) Attended a Jewish day school; 2) Attended or worked at an overnight Jewish camp; 3) Had a Bar/Bat Mitzvah ceremony; 4) Raised by two Jewish parents; 5) Raised Orthodox or Conservative; and 6) Visited Israel. Respondents were designated as having **strong** backgrounds if they selected 4–6 of these variables, and **low** backgrounds if they selected 1–3. In 2011, TCC Group was not able to determine who came in with no background—the questions were not mandatory, so they only looked at the “low” and “strong” groups. No background (0 of the 6 options selected) was a new category on the 2015 survey.

** This difference was statistically significant ($p < .001$) with a very small effect size.

Leading Moishe House's Programming

Feedback from Residents & Hosts

Residents and hosts create the Jewish community they want to be part of through Moishe House and MHWOW.

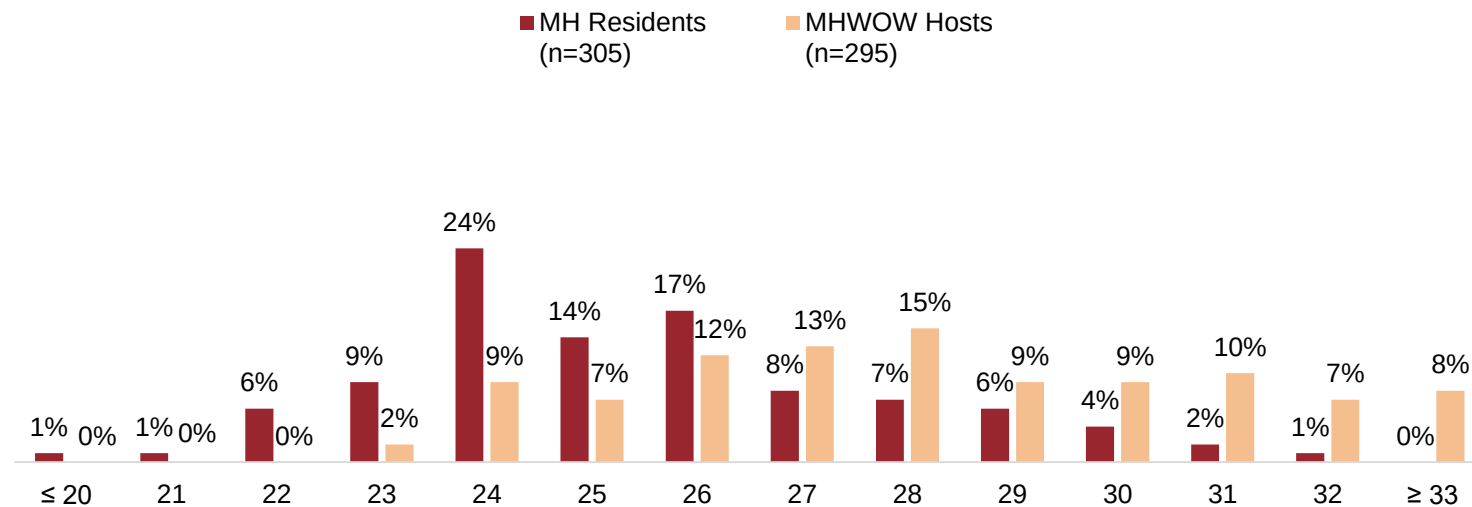


MHWOW hosts tend to be older, affiliate with a specific Jewish denomination, and enter Moishe House with stronger connections to their Jewish identity compared to residents or other participants.

- Hosts skew older than residents (Exhibit 8) and are widening the age range that Moishe House reaches overall.
- Hosts more often identify with a specific denomination (only 37% identify as secular/culturally Jewish or just Jewish, compared to 51% of residents). See Appendix C for a full list of how residents, hosts, and participants self-identify Jewishly.

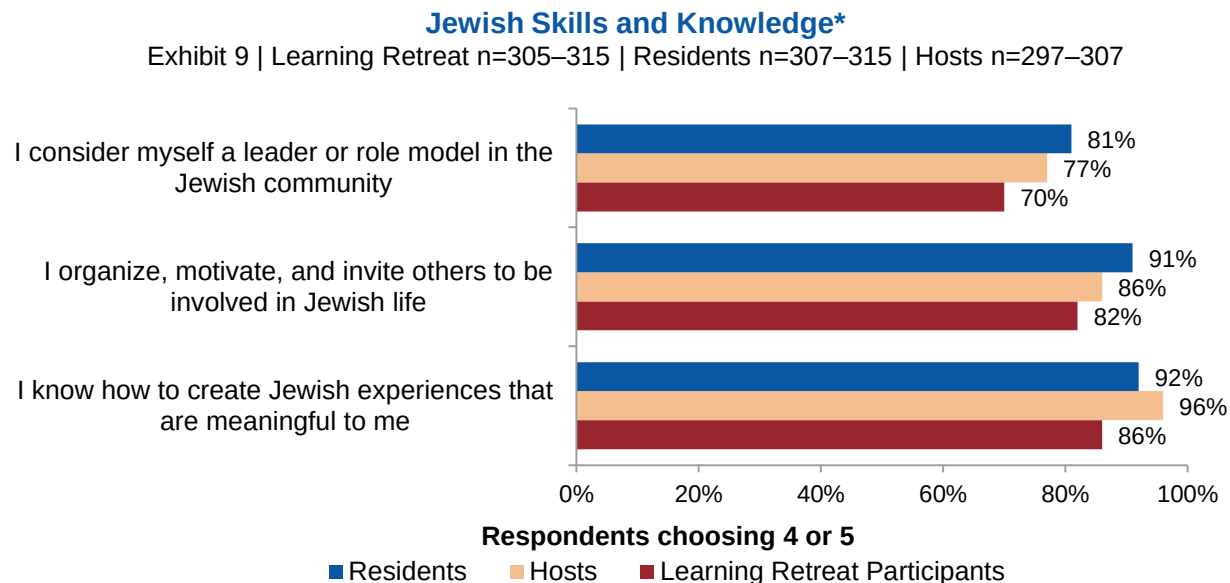
Age of Residents and Hosts

Exhibit 8



Moishe House creates pathways for Jewish leadership.

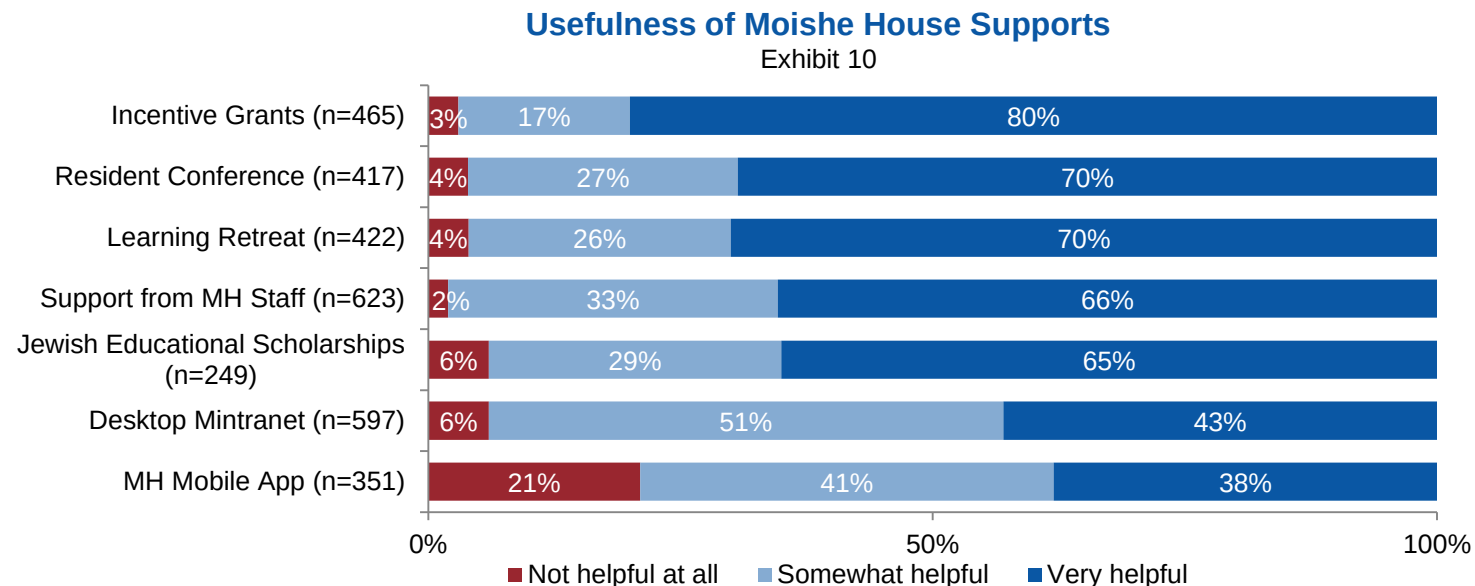
- As a peer-led program, Moishe House invests heavily in building the leadership skills of residents and MHWOW hosts to successfully fulfill these roles. Moishe House also offers learning retreats to train interested young adults—beyond just residents and hosts—in ritual and program skills. Due to the training and experience that residents, hosts, and learning retreat participants receive from Moishe House, they see themselves as leaders and role models who are equipped to create meaningful Jewish experiences.
- Before Moishe House, only 32% of residents considered themselves leaders or role models in the Jewish community, compared to over twice as many residents (81%) who do so now (Exhibit 9).



*Respondents may be included in more than one of the categories represented in the exhibit, especially learning retreat participants and either hosts or residents.

Moishe House's support for residents and hosts has remained strong and steady, though there is still room for improvement.

- The majority of hosts and residents (88%) report they are given the resources they need to do their job effectively (e.g., funding, training, supplies, technology, direction). However, this still leaves 1 in 10 hosts and 1 in 10 residents feeling they have not been given sufficient resources to do their job effectively. Most notably, the Mintranet and mobile app were rated the least helpful tools for hosts and residents (Exhibit 10).
- An open exchange of feedback, both positive and negative, is an important component of a productive working relationship. To this end, 89% of residents and 79% of hosts report that Moishe House staff are open to feedback from residents and hosts.



Hosts and residents share some recommendations for how they could be better supported in their roles. These themes are similar to those raised in 2015.

More Training or Mentorship on Being a Resident/Host

“More training for residents on being a good host, dealing with conflict, communication, budgeting, marketing.”

An Improved System for Sharing Event Ideas/Resources

“MHWOW could benefit from seeing and hearing what kind of events other hosts are doing. Pictures, videos, interviews, etc. that would show others how easy it is to set up more events. This happens some but it should be a bigger content focus.”

More Funding

“Maybe a small transportation budget for when you and your community have to travel somewhere else in the city for an event?”

Improve the Mintranet Website & App

“A better online experience. We have to use Mintranet all the time and the tool isn't streamlined to meet our needs.”

Other themes people raised less frequently include:

- Assistance connecting with donors, other Moishe House programs, and local communities
- In-house trainings on conflict resolution, interpersonal relationships, and sexual harassment

Living Active, Connected, Jewish Lives

Moishe House connects Jewish young adults to each other and to the Jewish community.

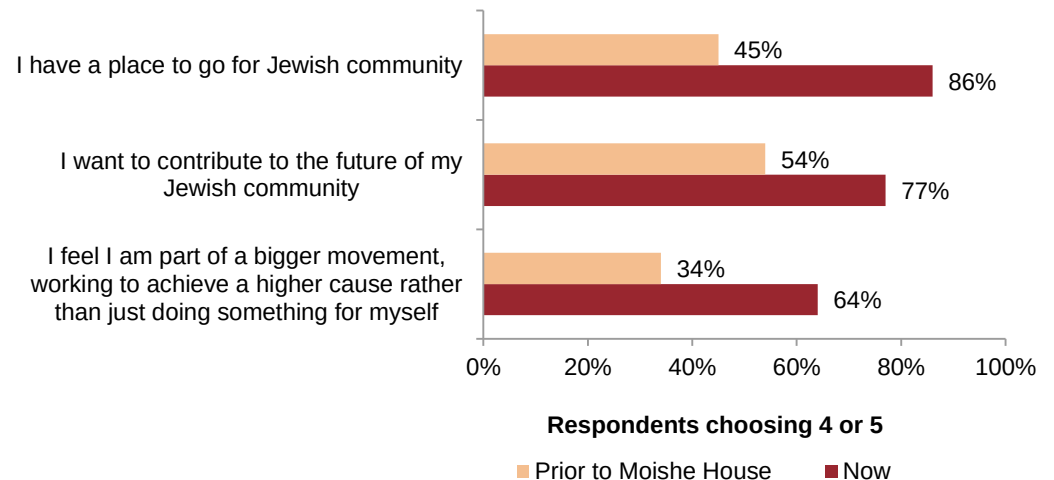
- 89% of respondents “agreed” or “strongly agreed” that they built relationships and friendships with other young adults in Moishe House and MHWOW programs.
- In addition, people involved with Moishe House report that they have a place to go for Jewish community (this could include ongoing participation in Moishe House or involvement with other Jewish organizations, events, activities, etc.) (Exhibit 11).
- More residents (89%) and hosts (80%) feel they are part of a bigger movement than those who only participate in Moishe House (60%), likely due to residents’ and hosts’ leadership responsibilities in Moishe House/MHWOW.

Community Connections and Contributions

Exhibit 11 | n=1,958–2,083

A Longitudinal Look

Those who are part of the longitudinal study report that they still have a place to go for Jewish community after three years, although a slightly lower proportion than before: 85% now, compared to 95% in 2015.

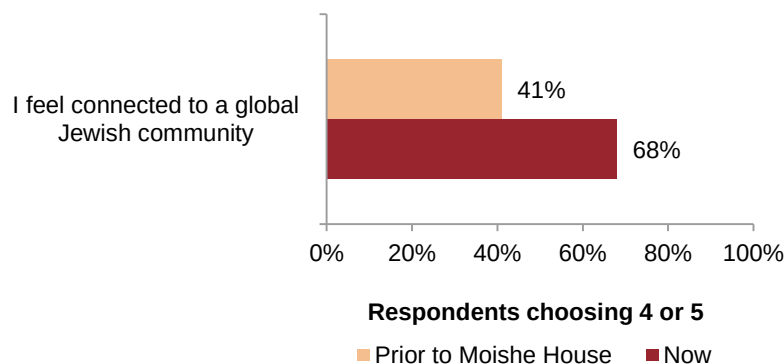


Moishe House also connects Jewish young adults to a global Jewish community.

- Nearly three in four people (72%) “agree” or “strongly agree” that they feel they belong to a global Moishe House community because there are Moishe Houses throughout the world.
- Furthermore, over two-thirds of people feel connected to a global Jewish community after getting involved with Moishe House (Exhibit 12). This feeling of connection persists over time; longitudinal data show that people involved with Moishe House programs continue to feel connected to a global Jewish community (Exhibit 13).

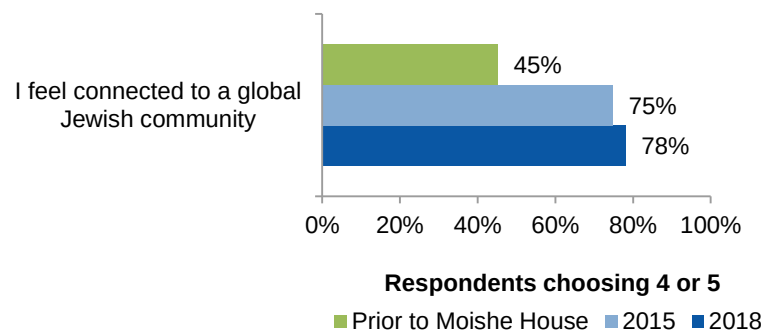
Community Connections

Exhibit 12 | n=1,965–1,971



Continued Community Connections: A Longitudinal Look

Exhibit 13 | n=186

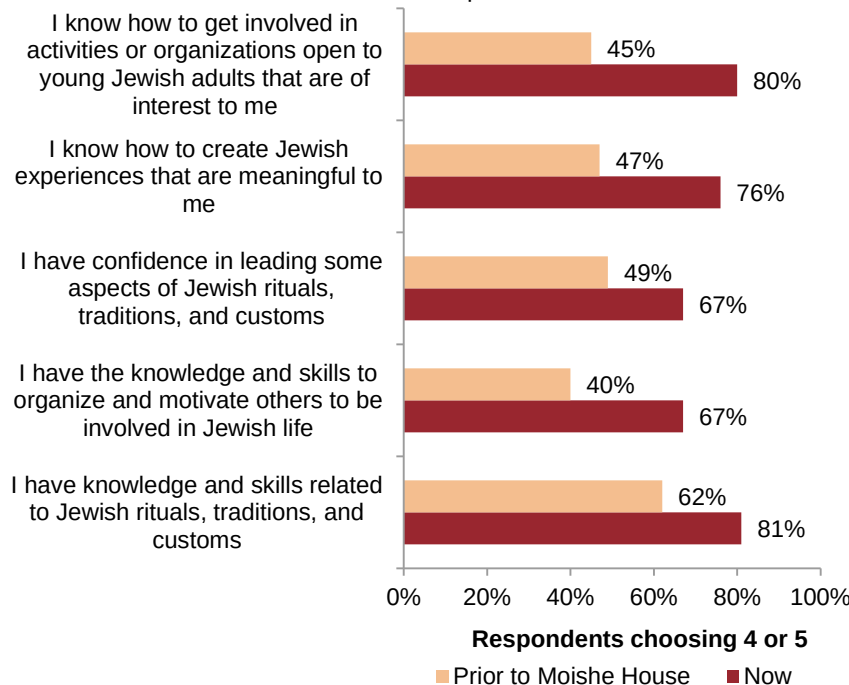


After getting involved with Moishe House, people have the skills, knowledge, and confidence to live Jewish lives that are meaningful to them.

- After getting involved with Moishe House, most people know how to create Jewish experiences that are meaningful to them, a signature tenant of the Moishe House model. They also know how to find Jewish activities that they find interesting (Exhibit 14).
- Over time, people maintain their enhanced Jewish knowledge (Exhibit 15).

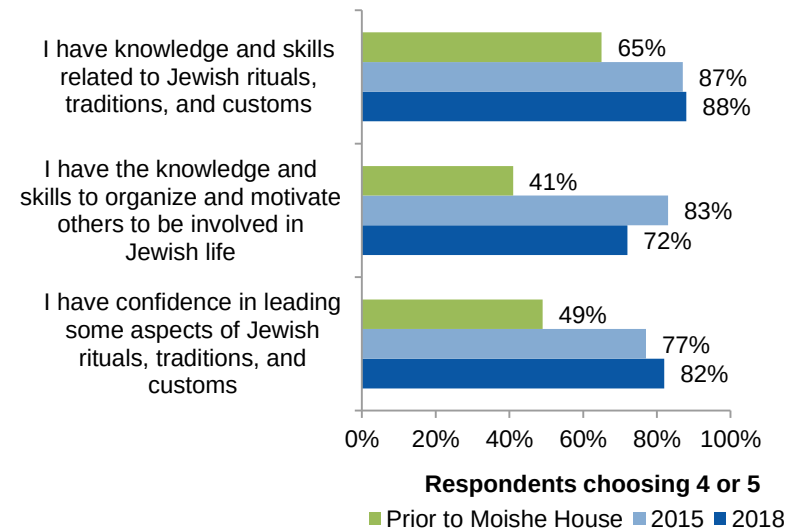
Jewish Skills and Knowledge

Exhibit 14 | n=1,964–2,104



Jewish Skills and Knowledge: A Longitudinal Look

Exhibit 15 | n=178–186

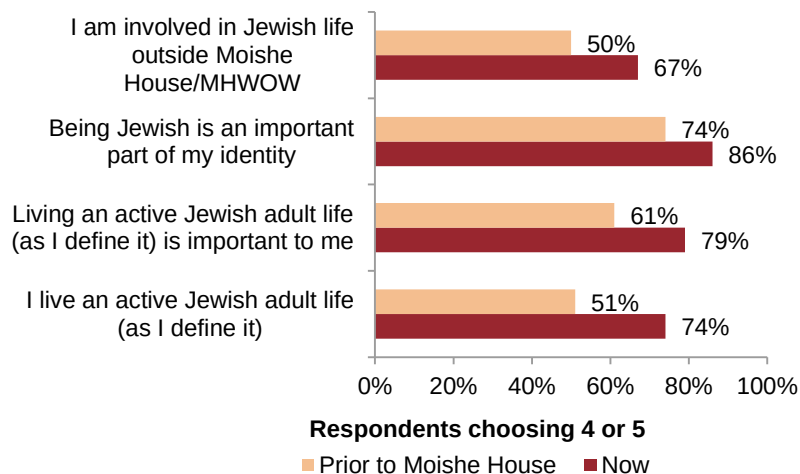


Participants live the active Jewish lives they want after getting involved with Moishe House.

- Being Jewish and living active Jewish lives is important to young adults involved in Moishe House, and more (74%) live active Jewish lives (as they define it) now, after getting involved in Moishe House (Exhibit 16).
- For some, this means participating in Jewish activities or taking on leadership roles. For others, it includes making financial contributions to Jewish organizations important to them (49%).
- Moishe House leaves a lasting impact. Longitudinal study respondents report that they continue to live active Jewish lives at rates that are higher than before Moishe House, even if slightly less so than a few years ago (Exhibit 17).

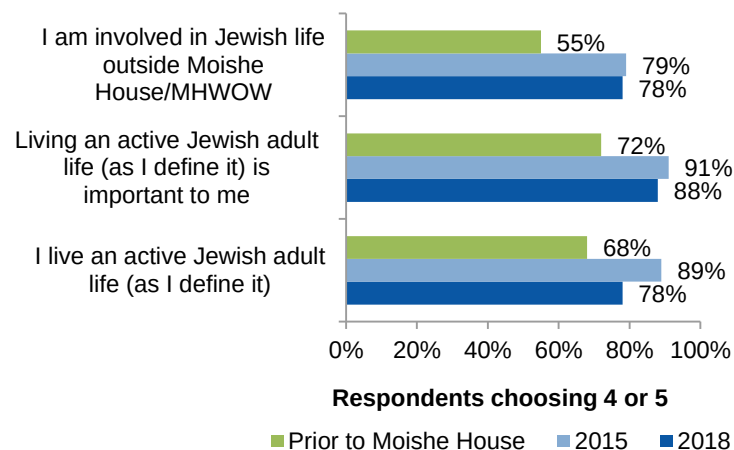
Engaging in Jewish Life

Exhibit 16 | n=2,096–2,102



Continued Engagement in Jewish Life: A Longitudinal Look

Exhibit 17 | n=186



Since getting involved with Moishe House, 40% of people adopted a new tradition or practice. Many of these new traditions are also what people report as the most important things they got out of the Moishe House experience.

In their own words: New traditions

Observing Shabbat more frequently or with intention: *"Havdalah is very important to me now, lighting Shabbat candles, and making the blessing over the bread."*

Celebrating holidays more frequently, with ritual: *"I now regularly participate in Yom Kippur and seek out more experiences within the Jewish traditions."*

Developing more relationships with other Jewish people: *"I feel more connected to my Jewish identity after meeting and making friends with others in our community."*

Keeping Kosher: *"I have since Koshered my apartment."*

In their own words: "The most important thing I do to live an active Jewish life is..."

Hosting or attending Shabbat gatherings: *"Holding Shabbat dinners is perhaps the most meaningful thing I do to live an active Jewish adult life. Running events based on our culture is also a key piece of what I do, particularly those with a connection to Israel and world Jewry."*

Celebrating Jewish holidays: *"Celebrating Shabbat and all of our Jewish Holidays."*

Meeting and connecting with other Jewish young adults: *"Having a community of other Jewish adults to hang out with and celebrate holidays with."*

Keeping Kosher: *"I try to remain connected to my roots by keeping Kosher(ish)."*

People also described the following activities:

Participating in and creating Jewish opportunities: *"I take an active role in building the Jewish community that I want."*

Attending synagogue: *"I participate [as] an active member of a local synagogue, attending and leading services, and teaching in the Religious School."*

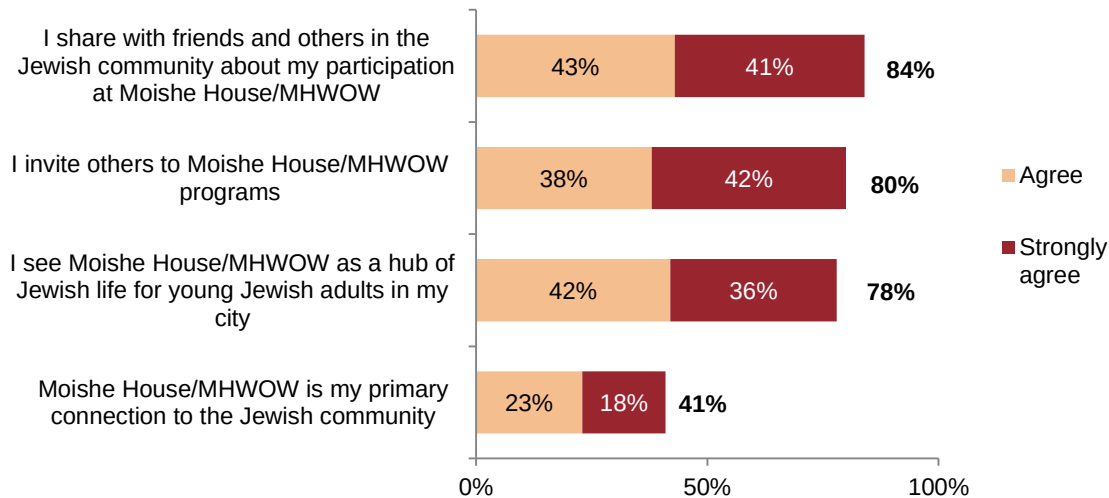
Praying or meditating more regularly or with more intention: *"More weekly prayers than I had before. [I] feel more connected spiritually and have more internal thought about the world than before."*

Across respondent types, Moishe House continues to serve as a hub of Jewish life for Jewish young adults.

- People share about their Moishe House/MHWOW experiences and invite more people to join them in programming—indicators of their satisfaction.
- For some, Moishe House serves as their primary connection to the Jewish community, including 43% of Moishe House residents and participants, and 33% of MHWOW hosts and participants.
- These results are consistent with those from 2015.

Reflections on Moishe House/MHWOW

Exhibit 18 | n=2,102–2,106



A Longitudinal Look

As time goes on, people lose some connection with Moishe House: 78% of those who responded to the survey in 2015 and 2018 report they see Moishe House as a Hub now (compared to 87% in 2015). Fewer respondents also report that Moishe House is their primary connection to Jewish community now (41% now compared to 79% in 2015).

Moishe House connects participants to new opportunities and inspires them to be involved in Jewish life.

- Over half of respondents (52%) report that Moishe House/MHWOW introduced them to new Jewish organizations or activities that they now participate in. Furthermore, one in three people (31%) report that Moishe House/MHWOW led them to take on leadership roles within other Jewish organizations or activities.
- People are involved in a variety of Jewish organizations as both participants and leaders (Exhibit 19). These organizations include those that are specifically geared toward young Jewish adults as well as those open to the broader community.
- More people (62%) participate in local activities for young Jewish adults other than Moishe House/MHWOW than they did before they got involved with Moishe House (44%). Participation also sometimes translates to financial support: 49% of people report making financial contributions to Jewish organizations important to them now (compared to 27% before Moishe House).
- Furthermore, 22% of people report that they currently work in a Jewish organization, including a higher proportion of hosts (35%).

* Respondents also note that while some take part in synagogue or JCC activities, they are not necessarily dues-paying members at those organizations.

** OneTable sponsors some Moishe House Shabbat dinners; respondents may participate in OneTable via Moishe House or independently.

Organizations and Activities Respondents Participate in or Lead

Exhibit 19 | n=1,911–1,920

Activity	Attend as a participant	Hold a leadership position
A local Jewish Federation or programs/events they sponsor	38%	7%
Synagogue (dues-paying member)*	29%	5%
Chabad	26%	1%
OneTable**	27%	4%
Minyan or chavurah	20%	4%
A local JCC	19%	3%
Repair The World	13%	3%
ROI	4%	0.5%
A Jewish organization (other than Moishe House/MHWOW)	40%	16%

Appendices

Appendix A: Evaluation Methods

- Informing Change revised the survey used in the 2015 program evaluation, which was based on the 2011 evaluation (survey administered by TCC Group). In 2017–18, Moishe House staff administered the survey to participants, residents, and alumni of their flagship program; hosts and participants of Moishe House Without Walls (MHWOW); and Learning Retreat participants. The result was 2,210 final responses included in the analysis. No incentives were included as part of the outreach strategy; with nearly two-thirds of respondents participating in Moishe House once per month or more, the survey sample may represent young adults most engaged in Moishe House.
- Informing Change also sent the survey via email to all respondents from the 2014–15 evaluation who provided their email at the time of survey completion as part of the longitudinal assessment. Using email addresses, we matched results from the 2014–15 evaluation survey to 2,018 responses, resulting in 186 matched responses.
- The survey was in the field for six weeks, from November 27, 2017 to January 12, 2018. Moishe House’s central office as well as residents of individual houses distributed the survey, relying on word of mouth, email communication, and social media (primarily Facebook and Twitter) for outreach.

Survey Respondents

Exhibit A1

	All survey respondents	Residents	Hosts	Alumni	Moishe House participants	MHWOW participants	Learning retreat
Survey Respondents—2018 Analysis	2,120	316	310	176	1,605	406	317
Survey Respondents—Longitudinal Analysis	186	10	77	90	114	68	45
Target Number of Survey Respondents	Not set	218	229	Not set	380	373	Not set

Appendix B: Longitudinal Survey Sample Demographics

The longitudinal sample included 186 respondents who completed the survey in both 2015 and 2018. This response set included a mix of hosts, residents, and participants (Exhibit B1); 48% men, 52% women, and 0.6% non-binary gender; and ranged in both age (Exhibit B2) and denominational affiliation (Exhibit B3).

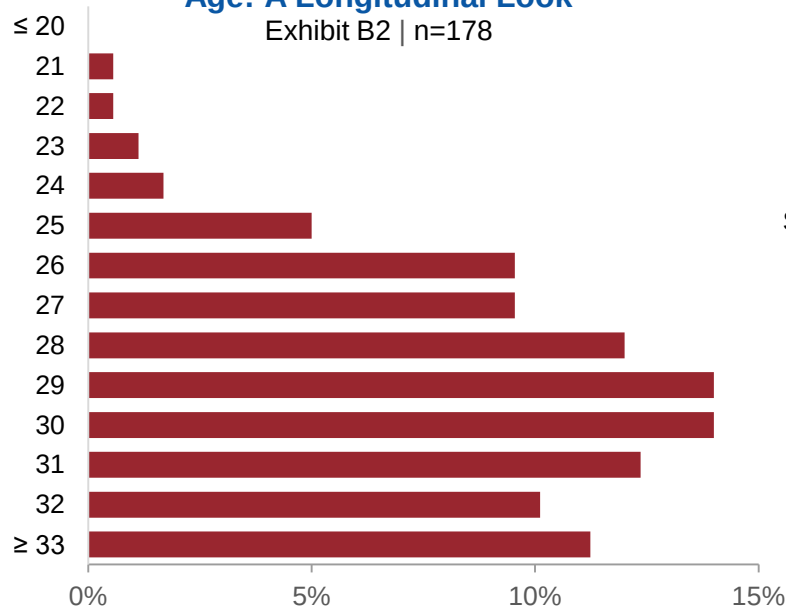
Engagement Type: A Longitudinal Look

Exhibit B1

Engagement Type	2015	2018
MH Participant	58%	61%
MH Resident	34%	5%
MH Resident Alumnus	16%	48%
MHWOW Host	12%	41%
MHWOW Participant	14%	37%
Learning Retreat	Not Asked	24%

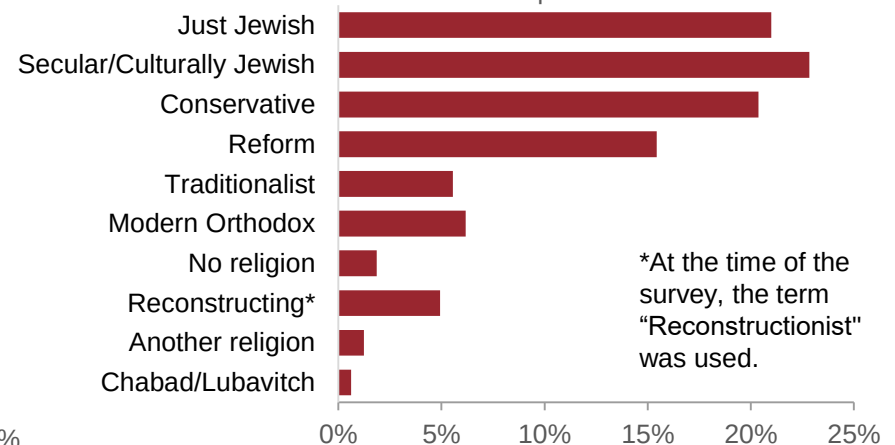
Age: A Longitudinal Look

Exhibit B2 | n=178



Current Religious Self-Identification: A Longitudinal Look

Exhibit B3 | n=162



*At the time of the survey, the term "Reconstructionist" was used.

Appendix C

Respondents' Religious Affiliation

Exhibit C1

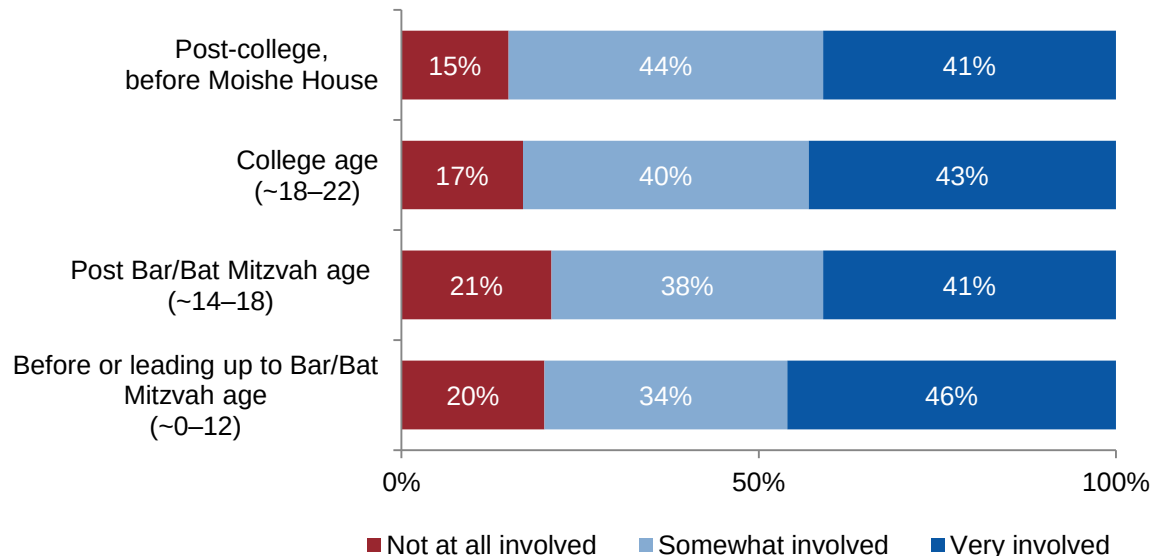
	2015 All survey respondents (n=1,270)		2018 All survey respondents (n=1,877)		2018 Hosts (n=288)		2018 Residents (n=301-302)		2018 MHWOW participants (n=377-379)		2018 MH Participants (n=1,420-1,445)	
	Your home life growing up	Yourself now	Your home life growing up	Yourself now	Your home life growing up	Yourself now	Your home life growing up	Yourself now	Your home life growing up	Yourself now	Your home life growing up	Yourself now
Secular/ Culturally Jewish	13%	20%	16%	21%	11%	12%	17%	25%	10%	11%	16%	22%
Just Jewish	10%	20%	10%	21%	8%	21%	13%	25%	7%	20%	10%	20%
Reform	22%	16%	20%	16%	25%	17%	18%	14%	29%	20%	19%	16%
Conservative	26%	20%	24%	17%	32%	23%	20%	14%	29%	24%	25%	18%
Reconstructionist	1%	2%	1%	2%	2%	3%	2%	3%	2%	5%	2%	2%
Orthodox	2%	1%	2%	1%	1%	1%	3%	1%	1%	1%	2%	1%
Modern Orthodox	6%	5%	5%	5%	7%	5%	8%	5%	5%	3%	5%	5%
Traditionalist	5%	7%	4%	6%	4%	7%	5%	8%	5%	6%	4%	5%
Chabad/ Lubavitch	1%	0%	1%	0%	1%	1%	1%	0.3%	2%	0%	1%	0.4%
Another religion	3%	1%	5%	1%	3%	0%	5%	0%	4%	1%	6%	2%
No religion	8%	3%	8%	4%	3%	0.3%	7%	2%	5%	1%	9%	4%
Other	2%	5%	2%	5%	2%	11%	3%	3%	2%	7%	3%	5%

Appendix C: Respondents' Engagement in Jewish Life Over Time

- Across the different ways people are involved in Moishe House, they report similar trends in how they report their level of involvement in Jewish life over time—generally decreasing after the bar/bat mitzvah years, and steadily increasing after that.
- Most (85%) of young adults in Moishe House have visited or lived in Israel. Of that group, 72% are Birthright alumni.

Level of Engagement in Jewish Life over Time

Exhibit C2 | n=1,905–1,928



Appendix C: Respondents' Employment Status

- Most respondents are working full time. Nearly one-quarter (22%) work in a Jewish organization.

Employment Status

Exhibit C3 | n=2,120

	All survey respondents
Grad school	15%
Working full-time (one job)	56%
Working full-time (more than one job)	9%
Working part-time	12%
Unemployed	3%
Something else	4%

Work Sector

Exhibit C4 | n=2,095

	All survey respondents
For profit sector	33%
Nonprofit sector	25%
Public sector	13%
Gig economy	4%
Somewhere else	7%