

"Generation Now 2018 Study"

Handout: Project Background and Overview of Methodology

May 6, 2018

About the Study: The Generation Now 2018 Study is the result of years of collaboration between funders, researchers, and practitioners in youth engagement and education, in an effort to create shared outcomes, indicators, and measurement tools to understand the life-worlds of Jewish teens engaged with Jewish youth serving organizations.

Leadership and Participating Organizations: This study was spearheaded by The Jewish Education Project, managed by Rosov Consulting, and funded by the Jim Joseph Foundation, the Lippman Kanfer Foundation for Living Torah, and the Charles and Lynn Schusterman Family Foundation. The study was developed and fielded in partnership with fourteen Jewish youth serving organizations across the spectrum of the field in North America, including: BBYO, NCSY, Habonim Dror, NFTY, USY, JCCA, Moving Traditions, Tzofim (Israeli Scouts), CTeen, Bnei Akiva, the Bronfman Fellowship, Diller Teen Fellows, the Jewish Teen Funders Network, and Young Judea.

The Survey Instrument: The survey instrument consisted of four core components addressing: demographics, Jewish background, current engagement, and 22 TJLES items. Most of these items were piloted as part of community studies sponsored by the Jewish Teen Education and Engagement Funder Collaborative. Additionally, each YSO was able to include 3-5 unique questions, which only appeared to those teens who indicated involvement with that YSO. Cognitive tests of the instrument were conducted with forty teens, whose contacts were provided by the YSOs.

About the TJLES: Grounded in the 2016 "Generation Now" study, a key component of the core survey instrument is the Teen Jewish Learning and Engagement Scales (TJLES). Developed in partnership with The Jewish Education Project, the American Institutes for Research, and Rosov Consulting, the TJLES seek to provide researchers and professionals who work with Jewish youth a reliable and valid way to assess the state of teens' engagement in Jewish life. The 22 items are guided by 4 core questions: Who am I? With whom and what am I connected? To whom and for what am I responsible in this world? How can I bring about change in this world?

Fielding the Survey: The survey was in the field from December 11, 2017 through January 21, 2018 through Qualtrics, an online platform. The survey display could be adapted for smartphone, tablet, or computer. Participants were recruited through two major pathways: YSO participant lists and an anonymous link circulated on social media. The majority of the respondents accessed the survey via a unique link sent to an email address provided by a participating youth serving organization. Some YSOs provided cell phone numbers or

verbally instructed teens on how to access the survey via text message. Some respondents accessed the survey through the anonymous link, which was shared and promoted on social media. Teens were incentivized to take the survey through offers for 763 Amazon/VISA giftcards ranging from \$50 to \$1,000. YSOs were also provided with a budget to incentivize their staff to encourage teens to participate in the survey.

Response Rate: A total of 88,649 email invitations to the survey were sent. After the data were cleaned of incomplete responses, duplicates and suspicious responses there were 17,576 respondents. Because of how the survey was distributed we cannot know how many teens saw the anonymous link or were verbally invited to take the survey via text message. Therefore, we cannot calculate an overall response rate. (We can calculate response rates based on the emailed survey invitations for the twelve YSOs that supplied a list of email contacts. YSO response rates ranged from 12%-42%, with a mean of 23% and a median of 23.5%.)

Eligibility for the Study: Any teen in the United States and Canada between the ages of 13 and 19 years old was eligible to complete the survey. Teens did not need to participate in a youth serving organization, identify as Jewish, or come from a Jewish family to participate. Teens who responded both that they themselves were not Jewish and that their family members were not Jewish were excluded from all analyses. Included in the analyses are 1,238 teens who indicated that they do not participate in any Jewish youth serving organization.