

HOW A DAY SCHOOL DOES COMMUNITY OUTREACH

COMPASSION, CONCERN, AND CONNECTION

A Jewish Day School needs to build relationships with prospective families in different ways, at different times. Personalized tours for parents are an integral part of the recruitment process. Here's what it looks like at Contra Costa Jewish Day School (CCJDS).



PROSPECTIVE PARENTS ARE GREETED WARMLY AS THEY ARRIVE FOR THEIR TOUR

"Good morning, boker tov as we say in Hebrew. Welcome to Contra Costa Jewish Day School. It was so nice talking with you on the phone, and I am so glad you scheduled a tour of our wonderful Jewish school."



PARENTS ARE WELCOMED INTO CLASSROOMS

In one class, the admissions director guiding the parents gives them the space to watch the everyday give-and-take between teacher and students.



STUDENTS GREET PARENTS IN CLASSROOMS

The school instructs students to greet prospective parents when they enter a classroom and share with them what they are learning.

SCHOOLWIDE COMMUNITY SERVICE PROGRAM AS A SELLING POINT

CCJDS's community service program, known as "Shir HaLev", is schoolwide and cross-curriculum. When it comes to values, the school talks the talk and walks the walk. This approach is a major selling point when recruiting parents who will make the choice between this small school and large public schools.



TZAAR BAALEI CHAIM - CARING FOR ANIMALS

Prospective parents visit a Kindergarten class where they see how students experience and learn about the importance of taking care of animals.



KOL TZAMEH LECHU LAMAYIM – WATER CONSERVATION

Prospective parents see how 6th graders are learning about water conservation. Students again greet the parents to explain how Jewish values and science are connected.



ARTICULATING THE VALUE PROPOSITION

The admissions director guiding the parents sums up Shir HaLev: "I'm 'selling' Judaics rooted in the mensch curriculum. That is what you get here and won't get somewhere else..."

The AVI CHAI Foundation

This infographic is based on the case study, "How a Day School Does Community Outreach," part of a series on how day schools enact their Jewish missions. Read the full case study at <https://avichai.org/areas/case-studies/pdf/How-a-Day-School-Does-Community-Outreach.pdf>

